

Charles Walsh

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I'm a **founding designer and product builder** with deep 0→1 experience. I've led design for startups like **Giglabs**, **Embraer's Beacon**, **Horse Labs**, and **ContextGrid**, an AR startup I co-founded and raised funding for from **General Catalyst**. I own **product strategy, research, UX, UI, and design systems**, and have launched products with **thousands of users and millions in volume**, bringing a **founder mindset** to every team.

Founder & Designer

Horse Labs — 6/24–Present

- Designed and launched **FightHorse**, a memepad with **14k users, \$2M+ in transaction volume**, and the **#1 launchpad on Eclipse**, leading all UX, UI, and branding.
- Led **product strategy, user research, and community building**, pivoting from a Solana game to an SVM primitives provider.
- Designed and launched **Minty Market**, an NFT marketplace solving Eclipse's self-service minting problem, including UX, UI, and brand.

Founding Designer

Giglabs — 3/22–12/22

Platform for brands (eg, UFC, CNN & Google) to host NFT marketplaces on Flow blockchain.

- Led **0–1 custodial wallet design**, resulting in **interest from Mastercard**.

Senior Product Designer

Snapdocs — 8/21–3/22

Product: Platform for banks to hold and transfer digital promissory notes.

- Led **0–1 product design** using a **lean UX framework**, landing **8 customers in the first year**.

Founding Designer

Embraer — Beacon — 8/19–8/21

Platform for air traffic controllers and maintenance to collaborate on repairs.

- First in-house design hire, led **0–1 product build and redesign**, landing **Republic Airlines as first customer**.

Founder & Designer

ContextGrid — 9/16–11/18

- Founded an AR startup backed by **General Catalyst**; led pilots with Port Authority, **Bloomington's**, and Propeplify Festival.

Hard Skills

Tools

Figma
Design systems
Photoshop
After Effects
Jira

Knowledgeable In

Finance
Trading
B2B
Web3
DeFi

Soft Skills

Journey Mapping
Personas
Workshopping
Story Mapping
Affinity mapping
Whiteboarding
User Scenarios
User Flows
Typography
Visual Design
Motion Design
Illustration
Animation
Prototyping
Usability
Interviewing

Education

SUNY Buffalo, BA