

CHRISTOPHER TORRES

Senior UX Designer | Head of Product Experience | UX Design Director | Fractional UX, Design & Product Leadership

Atlanta, GA | 786.424.8475 | christophertorres17@gmail.com | linkedin.com/in/christorres17 | christophertorres.me

SUMMARY

Senior UX design and product leader with 15+ years building and managing UX organizations across enterprise and growth-stage companies. Founder of Marketeq Digital, where I've personally recruited, trained, and managed 60+ designers across UX, UI, service design, and visual design over four years, embedded within a 240-person cross-functional product organization spanning 30+ functional disciplines. Former Chief Product Officer at Referrizer, where I hired and managed an additional ~20 designers across the product team. Senior UX architect on the City National Bank enterprise platform engagement via LTI. AI-native operator with hands-on shipping fluency. Available on-site, hybrid, or remote for contract and fractional UX, design, and product leadership and management engagements.

CAPABILITIES

UX Design Organization Leadership: Hiring, performance management, mentorship, and career development for UX design teams of 5–50+. 80+ designers personally trained and managed across career. Stakeholder and executive communication. Budget and resource planning. Vendor and contractor management.

Product Team & Squad Management: Managing cross-functional product squads and scrum teams across design, engineering, QA, PM, and product ops. Sprint planning, daily standups, retrospectives, scrum-of-scrums coordination across multiple parallel squads.

QA Team Management: Managing QA teams and QA processes, including QA hiring, QA SOPs and runbooks, automated and manual testing workflow design, regression testing strategy, and integration with design and engineering handoff cycles.

Design Operations: Design system development and governance, design review and quality standards, design-to-engineering handoff workflows, cross-functional partnership with product and engineering.

Product Leadership: Product roadmaps, backlog management, MVP definition and scoping, feature prioritization, product strategy, OKRs, cross-functional leadership across design, engineering, PM, and QA.

Product & Growth Strategy: Product-led growth strategy, growth strategy infrastructure, conversion optimization, customer lifecycle and retention strategy, B2B SaaS and marketplace platform strategy.

Service Design: End-to-end service blueprints, front-stage and back-stage process mapping, business model design, service ecosystem strategy.

AI Automation & AI-Native Execution: AI agent automation design, AI-assisted product workflows, hands-on architecture and shipping of MVP software using modern AI development tooling.

Accessibility: WCAG-compliant design practices, accessible design system standards, inclusive design principles.

Mentorship & Training: SOPs, training programs, design and product hiring pipelines, onboarding systems, design QA frameworks. Personally mentored 60+ designers; 44 public LinkedIn recommendations.

CORE STRENGTHS

User Research: Design briefs, UX audits and best-in-class audits, competitive analysis, user surveys, user interviews and focus groups, user journey workshops, social listening and data analysis.

Design Planning: User personas, user journeys, mental models, site-mapping, product roadmaps, visual and brand guides, mood boards.

UX / UI Design: Sketching and whiteboarding, wireframing, information architecture, detailed user flows, interaction design (macro and micro), visual design, UI patterns and design systems.

User Testing: Lo-fi and hi-fi prototyping, detailed usability testing, guerrilla testing, usability metrics and conversion analytics.

Key Takeaways: Deep understanding of user-centered interactive design philosophies and cognitive psychology. Exceptional command of UX design and prototyping tools. Strong passion for product design and UX strategy. Excellent design team management skills, with the ability to offer detailed feedback and direction. Design team leader who effectively communicates vision and strategic direction for growth-oriented UX projects using advanced user logic and design thinking methodology. Strong understanding of business stakeholder goals and growth-oriented needs.

PROFESSIONAL EXPERIENCE

Founder & CEO, Marketeq Digital

Nov 2014 – Present

Remote

Built and led a virtual cross-functional product organization of 240+ team members across 30+ functional disciplines, including engineering, AI/ML, data science, QA, DevOps, service design, and product operations. Personally serve as design manager, design strategy lead, and design quality reviewer for 60+ trained designers.

- Recruited, onboarded, and managed 60+ designers across UX, UI, service design, and visual design through structured talent intake pipelines, embedded within a broader 240-person product organization.
- Authored 20+ design and product SOPs, design system standards, and training programs that enabled junior designers to consistently produce senior-quality output.
- Led daily design standups, sprint planning, design reviews, and cross-functional design partnerships across product, engineering, and operations teams.
- Built design operations infrastructure including intake systems, design system documentation, QA processes, and design-to-engineering handoff workflows.
- Established and maintained design quality standards across enterprise marketplace platform projects including talent profiles, search, authentication, onboarding, and marketplace flows.
- Personally architected and built the MVP for Marketeq's global talent marketplace platform using AI-assisted development tooling, then codified the entire build process into prompt libraries and runbooks for the team to continue execution.
- 44 designers I personally trained have publicly recommended my leadership on LinkedIn; alumni now design at companies including TELUS Digital, AOL, Accolade, Cisco, IBM, Pratt Institute, and others.

Chief Product Officer, Referrizer

Jul 2021 – Nov 2023

Remote

Recruited, managed, and grew the product team to execute the vision of transforming Referrizer into the leading local-business marketing automation platform. Reported directly to the CEO. Formulated, expanded, and executed the product-led growth strategy and transformed the dashboards, website, and branding into a highly scalable worldwide organization.

- Recruited, managed, and grew the product team executing the company's vision of becoming the leading local-business marketing automation platform.
- Hired and managed ~20 designers across the product team, building and scaling the design function.
- Owned product roadmap, backlog management, sprint cadence, and feature prioritization across the product surface.
- Owned design strategy and design quality across dashboards, marketing site, brand identity, and customer-facing product surfaces.
- Led product strategy initiatives to increase sales, improve client retention, and create and expand new growth channels.
- Optimized the user experience at every touchpoint, addressing client and stakeholder needs to maximize value and revenue.

Senior Product Advisor, CornerstoneAI

Jun 2021 – Dec 2021

Advisory role supporting product strategy and design direction for an AI-focused workforce intelligence platform.

Founder & Senior User Experience Lead, Uptu

May 2020 – Apr 2021

San Francisco, CA

Led a team of UX designers and business analysts to design and develop the MVP for a competitive social media platform, which included a mobile app, web app, advertising platform, app landing pages, and business website. Led the research and design strategy to uncover untapped pain points and build the unique advantage aimed at gaining market share over the existing social media giants. Managed the design sprint backlog, including creating new sprints, approving sprint completion, and preparing design files for development. Organized design team meetings and provided feedback and strategic direction for UX research and competitive audits, as well as audited user personas, journey maps, detailed user flows, wireframes, and interactive prototypes.

Senior User Experience Designer, Photon

Mar 2020 – May 2020

San Diego, CA · Remote Contract

Scoped and planned user experience design activities for a prescription drug pricing platform, which involved understanding and incorporating complex technical and business requirements to create intuitive user-centered design solutions. Conducted early-stage design and feature definition activities, collected and analyzed user needs, and worked with researchers to understand findings and incorporate them into the designs. Created system and application concepts by defining information architecture, design patterns, task flows, wireframes, mockups, and other design resources. Generated user interface design specifications, presentations, and other documentation needed to communicate interactions, design direction, and ideas. Worked with multiple stakeholders throughout the development process, including clients, program and product managers, researchers, visual designers, and developers, to assist in design activities and gather feedback. Reviewed the work of software development teams and fellow designers.

User Experience Design Consultant, Auto Auction Advisors

Aug 2019 – Dec 2019

Davie, FL · Freelance

Worked on a complete website redesign and re-branding project. Renamed the company and designed a new logo to represent a service that streamlines the process of buying cars directly from auction at wholesale cost. Created a client questionnaire wizard designed to produce maximum-quality leads through a custom sales qualifying process I wrote and implemented into the interface. Created all intake forms, payment forms, website sales strategy, and information architecture, and provided creative direction to the illustrators who worked on the project.

Senior UX Solutions Architect, LTI / Larsen & Toubro Infotech

Jul 2019 – Oct 2019

New York, NY · Contract

UX/UI design leader supporting the delivery of industry-leading processes and cloud platform tools for the City National Bank client. Played a pivotal role in defining the internal tools for the client's users around the globe. Led UX efforts to research, process map, and design complex projects on the Salesforce.com platform, collaborating cross-functionally in a heavily matrixed organization, applying analytical skills to interpret user experience needs and translate them into requirements, and using design tools to depict the user experience in journey maps, flow diagrams, and data visualizations. Used Agile/Scrum/Pivotal methodology to drive projects to launch effectively within time and resource constraints, and articulated concise ideas to visually communicate concepts to business, development, and internal agents. Led communication efforts to facilitate and present to all levels of industry audiences, clients, internal staff, and management, and facilitated brainstorming sessions, focus groups, and requirements-gathering sessions.

UX Consultant / Growth Strategy Consultant, Referrizer

Aug 2018 – Jul 2019

Miami, FL

Redesigned the company website and marketplace to be more marketable and convert more leads. Improved the business model to reduce barriers to entry and improve the sales funnel. Worked on marketing automation strategy and designed the customer lifecycle value process. Redesigned the viral strategy and consulted on the design of the Referrizer PartnerUp social platform. Redesigned the product dashboard to make it more user friendly, including walk-throughs and navigation architecture. Audited and improved the design and strategy of the account cancellation process.

Founder & UX Architect / UX Strategy Consultant, Marketeq

Nov 2017 – Dec 2018

Miami, FL

Worked on the design of over 100 screens for the Marketeq enterprise projects network. Performed extensive research to understand enterprise project management industry standard procedures, common pain points, and user personas. Conducted user journey sessions and interviews with various industry experts, potential clients, and freelancers. Performed competitive audits to assess industry needs and existing solutions. Utilized guerrilla testing strategies to quickly gain feedback on design concepts and wireframes, including both lo-fi and hi-fi prototypes using Figma and InVision. Designed the final UI including logo and interface branding, color palette, icons, and website graphics.

UX/UI Cohort Teacher's Aide, Wyncode Academy

Feb 2018 – Apr 2018

Miami, FL

Helped guide students' UX/UI learning process. Provided feedback to students on their assignments and designs. Graded student homework. Assisted students with UX/UI assignments and projects. Created UX/UI resources and lessons and conducted workshops according to curriculum needs.

Information Architect, Interval International

May 2017 – Oct 2017

Miami, FL

Responsible for translating business and product requirements into visual documentation for the business to approve and use in websites and mobile applications. Produced sitemaps, wireframes, interactive storyboards, prototypes, navigation schemas, process flows, feature lists, and other artifacts to clearly describe proposed solutions. Worked with internal teams of business owners, project managers, designers, and developers to determine project goals (user needs, business needs) and project constraints (technical, deadlines). Worked with the internal team to continually refine and update interactive products. Applied and promoted usability standards and best practices, and worked with project managers to meet expectations, deadlines, and budgets.

Founder & UX Architect, Startup Launch Program

Apr 2014 – May 2017

Miami, FL

Educated startup founders on UX strategy in order to achieve maximum growth potential. Recorded over 200 startup training videos covering topics such as user experience, designing for conversions, sales funnels, marketing channels, viral strategy, value proposition, customer retention, unique advantage, and consumer research. Coached startup teams and founders on design thinking, UX strategy, and designing for growth.

Senior UX Architect / UI Designer, Blend Metrics

Feb 2014 – Aug 2014

Miami, FL

Defined user and business objectives for the digital design industry, uncovering over a hundred market opportunities. Identified pain points that led to the design of the initial value proposition and user flows. Designed the UX strategy, wireframes, and visual mockups for an advanced design and prototyping tool. Constructed a digital marketplace encompassing the hundreds of add-on and extension capabilities of the Blend Metrics system. Created a high-fidelity prototype by exporting assets from Sketch and adding interactions with Axure.

Managing Partner & Lead UX Architect, Ninseb Enterprises

Jun 2013 – Jan 2014

Miami, FL • Contract

Designed the first-ever social media platform for the automotive sales and marketing industry. Created the startup pitch deck, which received investment offers in excess of \$25M. Responsible for all UX/UI work, layout design, branding, user testing, and growth strategy.

Founder & UX Architect / UX Strategy Consultant, Marketeq

Aug 2012 – Apr 2015

Miami, FL

Managed 36 new desktop, mobile, and cloud projects from concept to completion, including UX consulting and visual design. Consulted with 28 clients to achieve business goals. Established and documented business processes and milestones specific to each user persona. Collaborated with clients to increase their value proposition, customer retention, and conversion strategy. Oversaw user testing metrics and analytics to optimize user experience and conversions according to each client's goals.

Graphic Designer & Digital Marketing Director, Mass Nutrition

May 2007 – Apr 2012

Miami, FL

Performed market and keyword research to find highly profitable keywords with minimal competition. Created an SEO marketing campaign including link building, social media bookmarking, onsite blog, and content creation. Generated and optimized onsite content such as meta tags, URLs, anchor tags, and page titles. Produced all brand banners and over 120 category banners for the company website. Hired premium content writers, and created email campaigns, landing pages, and opt-in forms. Implemented analytics tracking to optimize e-commerce conversion ratio.

TOOLS

Design: Figma (advanced: components, variants, auto-layout, design systems, prototyping, design tokens, dev mode), Sketch, Adobe Creative Suite, Photoshop, Adobe XD, Visio, Draw.io.

Prototyping: InVision, Axure, Framer X, UX Pin, Marvel, Justinmind, Principle, Keynote.

Product Management: ProductBoard, Jira, Linear, Asana, Trello, Confluence, Agile & Scrum.

Collaboration & Documentation: Miro, FigJam, Notion, Loom, Slack.

AI-Assisted Workflows: Claude, Claude CLI, Codex, MCP servers, prompt engineering.