Chris Mast

SENIOR PRODUCT DESIGNER

CONTACT

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WHO I AM

I translate ambiguity into shippable interfaces. A background in media production taught me how to make complex ideas land with an audience, and I use that to frame problems, map end-to-end journeys, and make the case for what to build. I use AI to explore and prototype faster, but every decision is tested against real user behavior, with accessibility built in from the start.

VOLUNTEERING

ProductCamp Chicago - 2023 Event

- Web Designer, User Research

Evanston Community Tennis Association

- Web Designer, User Research

SPECIALTIES

- Figma, Miro, Adobe Suite, Claude
- Responsive web + mobile design
- Lean, Agile, End-to-End UX design
- Storytelling, pitches, comms, a team player

EDUCATION

2021 **General Assembly**
User Experience Design Bootcamp

2002-2007 **Ohio University, Athens**
Bach. in Telecommunications, Film/Video

EXPERIENCE

Test Double – *Trane, American Standard*
Product Designer | Dec 2023 - Current

- Led the UX/UI redesign of both technician and connected thermostat apps across multiple responsive mobile/web platforms.
- Partnered with PM and engineering from discovery through launch
- Utilized field research to catch real workflow friction which AI-generated flows miss.

Highland Solutions – *Northern Trust*
Product Designer | Aug 2023 - Jan 2024

Re-imagined a new investment platform.

- Conducted user research via interviews, design thinking, synthesis with traders and analysts to translate dense financial logic into interfaces non-experts could act on fast.
- Built mockups and wireframes stakeholders could react to in the room, not wait on in a deck.

MadeLabs – *Financial Networks Inc.*
UI UX Designer | Aug 2022 - May 2023

Modernized loan-processing software

- Conceptualized new workflows, leading design reviews for stakeholders.
- Pushed stakeholders to evaluate branding and language for clarity.
- Established/maintained a design system.

Racquet Magazine – *Personal Project*
UX UI Designer | Mar - Jul 2021

- Took a print magazine fully digital, solo through research, ideation, prototype and pitch. I focused on balancing primary and secondary features for on-the-go access.

Media & Storytelling Experience
2008 - 2021

Years in TV and media production, creative producing, and writing. Pitching ideas to rooms full of creatives is the same muscle I use now deciding what a user sees first.