



# Christopher Smeder

Product Designer with over 10 years of experience

[csmeder.com](http://csmeder.com)

San Francisco, CA

## EXPERIENCE

### Consultant & Executive Mentor

Platinum Performance, San Francisco, CA | March 2018 – Current

- Led CEO, Mark Herthel, and his team, in the creation of a clear 3-year vision
- Introduced a culture of design reviews and usability testing, held on a weekly cadence
- Helped Platinum Performance find and hire an experienced lead UX designer

Evidence-Based Courses, San Francisco, CA & UCSB | September 2017 – February 2018

- Designed a mindfulness mobile app that is currently being piloted with 10 high schools
- Nationwide roll-out planned for Fall 2019 – led by a team of UCSB Neuroscientists and PhDs
- Funded by both the U.S. Department of Education and National Science Foundation

### Co-founder & Head of Design

Fibo, San Francisco, CA | April 2016 – July 2017

- Designed a mobile communication and work-tracking solution for construction teams
- **43% WoW** Revenue Growth during YC program
- **\$1.8m** raised from top investors in the world, including **Y Combinator**, Fuel Capital, and several prominent angel investors

### Lead UX Designer

Mindbody, San Luis Obispo, CA | July 2012 – September 2016

- First UX Designer hired at Mindbody
- Led key redesign projects and helped build Mindbody into a **\$1b publicly traded company**:
  - The redesign of the Point-of-Sale system, which processed \$5.1 billion in payments in 2015
  - The redesign of the award-winning consumer app (Apple’s “Best New Apps” for Jan 2016)
  - The redesign of the business-facing iOS and Android apps
- Increased consumer in-app bookings by **91% YoY** and increased purchases by **141% YoY**
- These apps served a combined total of over 50,000 small businesses (wellness, beauty and fitness) worldwide, and 28+ million consumers, which generated over \$100+ million in revenue in 2015, a **45% increase YoY**

## ADDITIONAL EXPERIENCE

### UX Designer

Mindbody, San Luis Obispo, CA | Nov 2010 – Jul 2012

### Co-founder & Board Member

SLO UX Meetup, San Luis Obispo, CA | Apr 2013 – Jan 2016

### Product Manager Intern

Microsoft, Redmond, WA | Jun 2008 – Aug 2008

## EXPERTISE

Product design  
 Lean & UX strategy  
 User research & interviewing  
 Wireframing & prototyping  
 Scenarios & storyboarding  
 Design systems

## EDUCATION

### Cal Poly, San Luis Obispo, CA

Software Engineering Major

## TOOLS

Sketch & Figma  
 InVision & Zeplin  
 Principle & Flinto