

Christopher Meyer

extrachris.com

christopher@extrachris.com

858 245 9561

Hello, I'm a Product Designer with 20 years of experience specializing in all aspects of data driven experience design. I lead teams by example with strong aesthetic, organization, collaboration and obsessive attention to detail. I have 10 years of management experience, including representing the strategic interests of simple, well executed UX on senior management. I'm an active contributor to all interface design on my teams, constantly pushing for research, extensible design ecosystems and iterative improvement in an agile environment.

SKILLS

Team leadership. UX and UI for Desktop, iOS, Android, HTML5 applications. Product strategy, prototyping, research, interactions and wires, user testing, multivariate testing. Branding, voice, public speaking, agile.

EXPERIENCE

Manager UX / UI– GoPro

Carlsbad CA, **2015-Present**

- Promoted to lead the San Diego GoPro UX team after 6 months as Desktop lead. 10-12 direct reports. Hired and grew the team, design culture.
- Led team responsible for: GoPro capture mobile app, Media management, Video Editing, Advanced technology, 360 Camera UX and GoPro+ Cloud Media Subscription service. Both UX strategy and tactical execution.
- Alignment cross company between camera hardware UX, software UX and entertainment divisions.
- Alignment with Product, Program (agile), and Development to collaborate, understand dependencies and implement lean solutions.
- Released 2016 fall software to support camera and drone launches to millions of users (GoPro's entire user base) on time with measurable results.
- Established a data driven environment including Research and Usability testing.
- Responsible for pitching the team's vision to the CEO and executive staff.

Desktop UX / UI Lead– GoPro

Carlsbad CA, **2015-Present**

- Led UX design, interactions, specifications and research for GoPro's first ever Desktop media management software across Software and Services.
- Built relationship with development team comprised of 25+ developers around common goals, collaboration, empathy and design thinking.
- Shipped on time to 7 million+ Users.

- Conducted the first set of usability testing in GoPro Carlsbad's new labs, adapted to feedback given time, scope and technical constraints. Measurable results.

VP, UX / UI– Voxox

San Diego CA, **2013-2015**

- Built and lead Voxox UX team. Represented UX on senior management. Involved in strategic company objectives, goal alignment and relationships with other teams. Initiated a culture where UX matters and is considered with every decision.
- HTML 5 prototypes for Android, Desktop and web responsible for increase in UX team efficiency and closing major negotiations with partners.
- Voxox for iOS, 3 iterations. All UX and visual interface design for Voxox communication app. Voice, chat, sms, video, groups, social components and more. 4.4 Stars in the Apple store. Grew paid user base 63% in 2014. Multiple awards.
- Voxox for **Android**, 3 iterations. 4.3 Stars in the Google Play store. Grew user base 123% in 2014. Lead team to produce white labeled version for a Fortune 100 company, including negotiating the final product with partner project executives.
- Voxox for Desktop, 1 iteration. Lead team to produce and negotiate white labeled version for a Fortune 100 company.
- Voxox Cloudphone Pro. Design for HTML 5, full featured Hosted VoIP Virtual PBX application similar to Grasshopper or Ring Central. Cross departmental sketching, prototyping and UX analysis. Consideration of all other Voxox applications as a UX ecosystem. 360% increase in paid users in 6 months.
- Monetization of key features within all Voxox applications leading to measured increase in revenue, users.
- Complete brand realignment, responsive website redesign, user experience guide document. Companywide vision and leadership for user experience, interface, visual design consistency and product design strategy.
- Competitive analysis, research, multivariate testing and usability testing, measurable results.

Director, Creative & User Experience– Sorenson Media

San Diego CA, **2008-2012**

- Led a companywide user experience revitalization including: complete rebrand, website redesign, video applications design and marketing voice to critical acclaim.
- Built the UX team. Managed 5 direct reports.

- Designed UX and visual design of Sorenson Squeeze desktop to critical and customer acclaim. Winner of Streaming media readers choice best video encoding application 3 years running since redesign.
- iOS design of Sorenson Smash, a social media based video platform.
- User Interface & Visual design of 360 Online Video Platform which grew to 11% of annual revenue. Developed front end code for 360. Later led the team responsible for maintaining and updating 360.
- Led redesign of Shopping Cart and Free Trial workflow increasing product free trials by over 100% and revenue by 18%.
- Led development cycles and timelines with VP of Engineering ensuring quality and timeliness of release candidates.
- Extensive use of market research for effective leadership in positioning versus competitors in product, feature and brand related elements.
- Employed Google multivariate testing to increase effectiveness of all aspects of the website, increasing development time ROI.
- Led teams in design and development of SEO / SEM targeted landing pages and standard page optimization.
- Often created the marketing related copy for the website and functional components of interface based on brand voice.
- Led team to produce printed materials, trade show booths, business cards, Clothing & other brand related materials.
- Moderator and public speaker at the 2012 Streaming Media West Conference in LA on HTML5 and Video.

Senior Director, User Interface– eyespot

San Diego CA, **2005-2008**

- Created and managed the eyespot user experience including logo, website, product from the ground up with founders resulting in \$5M angel & Series A investment.
- Designed User Interface and participated in development of Eyespot Mixer: one of the first Online Video Mixers / Editors to be seen online at the beginning of web 2.0. The mixer was one of the first web applications to use javascript / ajax before the prevalence of jquery and related libraries.
- Use of human computer interaction and cognitive science research to produce concepts behind mixer.
- Mixer became curriculum example in UCSD cognitive science department.
- Involved in the process to establish partnerships with Lucasfilm (Star Wars), NBA, (NBA.com), ESPN, Cyworld.com and more.
- Managed up to 5 direct reports, leading design, front end code and social media.

- Led entire team, including engineering at times to ensure deadlines were met and quality of presentation was upheld.
- Led Product design for an online video mixing community based on partner content.
- Involved in team shift to a SAS model & partnership employing advertisement in video mixes, led team to design corporate eyespot website.
- Worked with team to define and execute site wide copy.

Creative Director– PalmTree Technology

London UK, **2005**

- Established the overall Identity of PalmTree Technology, and Plugin Sound including logos, web, printed materials, and corporate style guide.
- Created Web Standards based site architecture using XHTML/CSS/JSP.
- Partnered with Director of Media Development in formulating marketing strategies.

Senior Designer– Gizmo Project, SIP Phone

San Diego CA, **2004-2005**

- Led design for interactive user interface and application interaction for Gizmo Project VoIP phone application resulting in Google acquisition as Gizmo 5
- Analysis of competitive products in the VoIP field for Market and Business positioning resulting in increased traffic.
- Team lead for branding of Gizmo including logos, printed materials, website & ecom system resulting in increased user adoption.
- Created Web Standards based site architecture using XHTML/CSS with XSLT.

Senior Designer, NBC Universal– MP3.com

San Diego CA, **1999-2004**

- Worked in a team to develop MP3.com identity from the ground up resulting in millions of users per day.
- Completed Design, UI and implementation of various web pages for MP3.com, japan.mp3.com, europe.mp3.com, Vivendi Universal Net USA, emusic.com, getmusic.com, and rollingstone.com.
- Grew Japanese market from inception to millions of impressions with the Director of Marketing, Asia.
- Led redesign of MyMP3, a personal music management service, the precursor to services like iTunes and Amazon Cloud player.
- Developer for website including html 4, scripting & page load optimization.

- Developed and sent email templates with dynamic cannon codec integration, including multiple language support which were sent to millions of users per week.
- Performed extensive browser compatibility testing resulting in consistent user experience across platforms and mail clients and browsers.

Production Artist– Studio Ellipse

San Diego CA, **1997-1999**

- Print and Web production

TECHNICAL SKILLS

HTML5, SASS, LESS, CSS, Javascript (jquery), UNIX command line, Git, SVN, familiarity with MVC.

EDUCATION

Bachelors Degree Fine Arts, UCSD, Stuart Prize, Latin Honors, Stuart Prize

Masters Studies in Music Composition

AWARDS

PC Magazine Gold Award, Best Online Video Mixer

Streaming Media Readers Choice Award: Best Video Encoding Application 4 times

ASCAP Award for Young Composers, Aaron Copeland Award for Young Composers.