# Brian Christiansen

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# Product and Design Leader | UX Strategist

Innovative Product and Design Leader with 10+ years of experience creating impactful web and native applications. Adept at leading cross-functional teams, from research to shaping product strategy, and driving user-centered design solutions that deliver measurable business results. Delivers products for complex systems that delight users and increase revenue. Proven track record in B2B, B2B2C, and B2C markets with expertise in AI/ML-enabled applications.

# Areas of Expertise

User Experience (UX) and UI Design | Product Strategy | Design and Team Leadership | User Research | Requirements (PRD) | Roadmapping | Cross-Functional Collaboration and Facilitation | Prototyping | Usability Testing | Design Systems | Figma, Sketch (etc.) | Cursor, Claude Code, v0 (etc.) | Agile/Scrum | AI/ML product development | SaaS

# Professional Experience

**The Weather Company**

Enterprise Media Solutions | May 2019 – July 2025

**Lead Product Designer** | April 2023 – July 2025

Led UX strategy, product discovery, and 3-in-a-box leadership of multiple market-leading weather products for the media industry.

• Directed UX strategy and product discovery across multiple applications

• Facilitated cross-discipline workshops, led research initiatives, and wrote requirements and specs

• Implemented multiple AI/ML features, including context and prompt engineering

• Oversaw quarterly increases of NPS scores

• Contributed to products generating tens of millions in renewed customer contracts annually

• Mentored junior designers and educated staff on UX processes

**Senior UX Designer** | May 2019 – April 2023

Served as principal UX designer of multiple market-leading weather products for the media industry.

• Researched with customers and planned features based on user needs

• Designed workflows and validated solutions through usability testing

• Wrote specifications and implemented designs using Carbon Design System

• Collaborated with cross-functional teams to deliver cloud-based and hybrid-native Windows products

**Principal Designer, Founder** | Clarity & Hypertext | January 2018 – May 2019

Delivered UX and Instructional Design expertise to remote and Boston-area teams as an independent designer for web and Apple-based products.

• Provided design consulting for independent Macintosh developers, and enterprise SaaS products in the healthcare industry

• Ran user research and applied user-centered design principles to improve product usability and user satisfaction, leading to significant user base growth and start of SaaS product delivery.

**Director of Design & Technology** | User Interface Engineering (UIE/Center Centre, Inc.) October 2006 – November 2017

Designed and managed all web projects and information systems, working directly for Jared M. Spool.

• Oversaw 9 years of event websites and creation of the All You Can Learn user experience subscription video library, managing the full process from personas and problem statements to development and deployment

• Managed more than a dozen collaborators, designers, and developers on projects responsible for millions in annual revenue

• Oversaw all company technology decisions, purchases, training, and implementation

• Produced dozens of live virtual seminars and built UIE's podcasting program from experiment to program with tens of thousands of listeners, hired producer and grew to over 1.2 million downloads

# Education

Master of Education (M.Ed.), Instructional Design

University of Massachusetts, Boston

Bachelor of Arts (B.A.), Visual Communications

University of Connecticut

# Volunteer Leadership

- CTO of public school music association (2024-present)

- Founder & Moderator of a private Slack Community for Boston web professionals, 50+ members (2014-present)

* coached multiple youth sports (2012-2022)

*Disclaimer:*

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