

Senior Product

Chris Locke

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SUMMARY

Senior Product Designer with 6+ years of experience designing intuitive, accessible mobile and web products across FinTech, healthcare, and SaaS. Known for combining UX strategy with visual craft to create responsive experiences that improve usability, conversion, and customer trust. Skilled in partnering with product managers and engineers throughout the full lifecycle from discovery, wireframes to prototyping and launching with a focus on measurable business outcomes.

PROFESSIONAL EXPERIENCE

MERGE Marketing and Technology Agency

April 2022 - August 2025

Senior Experience Designer

Remote (Rochester, NY)

- **Improved task success rate by 20%** for Blue Cross Blue Shield Federal Employee Program by redesigning key navigational workflows, implementing accessibility enhancements, and introducing the organization's first mobile design approach in Figma.
- **Streamlined quoting flows and reduced friction for thousands of users** by designing and validating a responsive Annuities calculator for Nationwide Insurance using the Agile process.
- **Created end-to-end UX, visual and motion systems** in Figma for two early-stage startups (MonitApp and EO.Care) from idea workshops, wireframes and usability testing to MVP handoff.
- **Led the UX design** for a pharmaceutical company's product website and created an innovation for a user-friendly, regulation-compliant solution to the ISI (or Important Safety Information) tray.
- **Built and presented design proposals and prototypes** to senior executives, communicating design rationale, KPIs, and user impact to non-design stakeholders.
- **Mentored a summer design intern** on UX workflows, design process, and client communication, helping improve design quality and delivery consistency across complex projects.

MERGE Marketing and Technology Agency

January 2019 - April 2022

UX Designer

Boston, MA

- **Owned the full design process:** conducting user research, mapping journeys and flows, developing wireframes, prototypes and UI designs for enterprise and startup clients while working with 10 project managers, 14 developers, and 6 copywriters.
- **Collaborated with** project managers, copywriters, account executives, and both in-house and outside development teams.
- **Contributed to a site redesign and co-wrote project briefs** that helped increase brand awareness by 75% and preference by 33% as part of a larger omnichannel campaign.
- **Designed dual-language UX deliverables**, including wireframes and user flows, for Baptist Health's web and MarTech digital transformation to achieve true 1:1 personalization.

EDUCATION

Rochester Institute of Technology | Bachelor's Degree in Fine Arts, New Media Design – 3.35 GPA May 2018

TECHNICAL PROFICIENCIES

Software technical skills: Figma, Adobe Creative Suite, Jira, Confluence, Axure, Sketch, HTML/CSS