

Christoph Foulger

Senior Product Design · UX/UI Strategy & Team Leadership

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PROFESSIONAL SUMMARY

Strategic UX/UI leader with 15+ years of experience spanning graphic design, product team management, and senior product design. Proven track record of building and leading design teams, establishing design systems from the ground up, and delivering high-impact product solutions across fintech, cybersecurity, and marketing automation. Adept at championing human-centered design principles, mentoring cross-functional teams, and translating complex problems into intuitive, accessible user experiences that drive measurable business results.

EXPERIENCE

Klaviyo · Boston, MA (Hybrid)

Mar 2022 – Sep 2025

Senior Product Designer

- Led design collaboration within a mature design organization, contributing to a team recognized in Comparably's Best Product & Design Departments in 2022 and 2023.
- Drove the segmentation creation experience redesign, giving users direct access to data levers for precise audience targeting and improved marketing performance.
- Delivered end-to-end reporting and analytics features, including interactive dashboards and custom report-building tools that unified customer data for smarter eCommerce decisions.
- Partnered with the Design Systems team to standardize the data visualization and component library, accelerating consistency across product teams.
- Collaborated with data engineers to design a self-service query tool featured as a top selection at the company-wide H2 2024 Hackathon.

McAfee · San Jose, CA (Remote)

Jul 2021 – Mar 2022

Senior Product Designer

- Partnered with cross-functional teams across the US and India to redesign cybersecurity installation workflows, simplifying complex processes into intuitive user experiences.
- Refactored design components to align with an updated design system, ensuring consistency and scalability across consumer security products.
- Contributed to marketing channel effectiveness improvements, streamlining user checkout flows to increase conversion rates.

Gravity Payments · Seattle, WA (Hybrid)

Apr 2017 – Jun 2021

Senior Product Designer (Principal Designer, Agile Engineering Team)

- Served as principal UX designer embedded in an agile engineering team, leading design strategy from ideation through launch across multiple payment processing products.
- Architected and launched a reimagined customer payments transaction portal, driving multi-fold increases in product adoption.
- Founded and maintained Gravity's first Design System, applying Atomic Design principles to establish a scalable, reusable component framework.
- Engineered an adaptive color system that met WCAG contrast ratio standards across all products and websites, embedding accessibility into the design foundation.
- Implemented design CSS directly in React JS alongside engineers, enabling seamless design-to-development handoff.
- Designed a virtual terminal payment acceptance interface and POS software for Windows-based hardware.

Gravity Payments · Seattle, WA

Jul 2015 – Apr 2017

Marketing UI/UX Design Developer

- Refreshed the company brand identity through new design language, typography, and imagery, reinvigorating Gravity's market presence.
- Relunched the company website on a custom WordPress CMS with a fully custom theme; managed web hosting and vendor relationships.
- Designed brand logos, icons, and marks for internal and external products.

Helix Education · Salt Lake City, UT

Dec 2000 – Jun 2015

Creative Production Manager

- Directed a team of 7-13 designers and front-end developers producing websites, emails, and display advertising for 100+ higher education institutions across the US, Canada, and UK.
- Introduced wireframing, site-mapping, and prototyping as standard UX practice across the team, elevating the quality and consistency of deliverables.
- Developed a responsive web process that increased website conversion rates by up to 40%.
- Spearheaded the launch of Wordpress as the CMS of choice giving strategy teams access to test and update websites quickly, effecting enhanced results for our largest clients
- Partnered with Digital Strategy to integrate marketing automation via Marketo and HubSpot advancing capabilities for our clients success.

SKILLS & EXPERTISE

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Audition), Storybook, Zeroheight

Front-End Development: HTML, CSS, JavaScript, React JS, Git, WordPress

UX Methods: User research, personas, information architecture, wireframing, usability testing, prototyping, design systems, data visualization

Leadership: Team building, recruiting & hiring, cross-functional collaboration, stakeholder presentations, agile product teams, budget & forecasting

Industry Experience: Fintech / payment systems, cybersecurity, eCommerce, marketing automation, SaaS

EDUCATION

Multimedia Graphic Design · Broadview Entertainment Arts University · 2000–2002

HONORS & ORGANIZATIONS

- Employee of the Year / People's Choice — Datamark (2012)
- Leadership Employee of the Quarter — Datamark (2012)
- Team of the Quarter — Datamark (Sep 2010)
- Humorous Speech Contest Winner — Toastmasters SLC Area D (2013)
- VP of Public Relations & Club President — Toastmasters International (2010–2015)