

Christopher Collins

Reno, NV • chriscollins7887@gmail.com • [linkedin.com/in/chris-collins-4b4442421](https://www.linkedin.com/in/chris-collins-4b4442421) • christophercollins.us

UX / Product Designer

UX and product designer with an M.S. in User Experience, skilled in research, IA, prototyping, usability testing, visual design, and launch. Transformed RUNRS from concept to a working brand and e-commerce platform within 30 days and achieved 83% task success through usability testing on Old Friends Fitness.

WORK EXPERIENCE

Boxcar Signs Designer / Sign Painter

01/2018 – Present
Reno, NV

- Design custom signage, lettering, environmental graphics, and visual systems for commercial and creative clients.
- Within project timelines, manage client work from concept through production and installation, including communication and final delivery.
- Founded Boxcar Signs in 2020, delivering custom signage solutions that enhanced brand visibility for over X commercial clients through tailored design.

Old Friends Co-Founder / Lead Designer

01/2015 – 01/2024

- In 2015, co-founded Old Friends and led creative direction as the brand grew into national retail distribution through Zumiez.
- Led creative direction across brand identity, apparel, digital content, campaigns, packaging, product launches, and collaborations.
- Sustained a loyal user base of over 200 paid monthly subscribers for 3 years by implementing user feedback into product enhancements and community-driven initiatives.

EDUCATION

Master of Science in User Experience

Arizona State University

08/2026

Relevant areas: User Research, Usability Testing, Accessibility, Interaction Design, Information Architecture, Prototyping, Research-Driven Design

Bachelor of Arts in Graphic Design & Media Arts

Southern New Hampshire University

01/2024

PROJECTS

RUNRS

01/2026 – Present

- Conceived, designed, and launched RUNRS, a community-focused movement platform connecting movement, art, family, food, events, and physical products.
- Designed the end-to-end responsive website experience, including navigation, product discovery, e-commerce, email signup, events, editorial content, and seasonal releases.
- Created the complete brand system across digital interfaces, social media, apparel, packaging, events, photography, and campaign content.
- Developed information architecture and content systems that allow product, community, editorial, and event content to coexist without positioning the project as a traditional fitness brand.
- Designed e-commerce flows and integrated the customer-facing experience with Stripe and Printful fulfillment systems.

- Built a scalable content strategy spanning recurring social formats, community events, long-form editorial profiles, product releases, and physical activations.
- Iterated site interactions, product cards, hierarchy, navigation behavior, and responsive presentation based on real-world use and launch preparation.

Old Friends Fitness

01/2025 - 01/2026

- Redesigned a skateboarding-focused rehabilitation and fitness product that previously served more than 200 paid monthly users.
- Conducted usability testing to evaluate navigation, learnability, content organization, and the distinction between rehabilitation and general fitness.
- Identified confusion between rehabilitation and fitness pathways and used findings to improve information architecture, labeling, and interface clarity.
- Designed user flows, wireframes, visual systems, responsive screens, and interactive prototypes in Figma.
- Developed a more accessible visual system using stronger contrast, simplified hierarchy, and WCAG-informed design decisions.
- Achieved 83% task success during later usability testing while identifying additional opportunities around category separation and icon labeling.
- Designed core experiences including home, rehabilitation programs, program details, categories, calendar interactions, signup confirmation, and error states.

Streets of Lissé

01/2026 - 01/2026

- Designed an interactive web experience for author and professional skateboarder Walker Ryan's Streets of Lissé book series.
- Translated a layered illustrated city map into an exploratory digital interface connecting locations, novels, short stories, and purchase pathways.
- Designed interactive route behavior, story cards, navigation systems, hover and click states, visual hierarchy, and responsive layouts.
- Developed interaction patterns allowing users to discover content geographically rather than through a conventional book or e-commerce navigation structure.
- Prepared and organized Illustrator, Figma, SVG, image, and interface assets for implementation in Framer.
- Designed book and story cards that distinguish long-form novels from shorter editorial content while maintaining one cohesive visual system.
- Worked directly with the author to translate narrative ideas and existing artwork into an intuitive digital experience.

SKILLS

UX & Product Design: Accessibility Evaluation, Design Systems, Information Architecture, Interaction Design, Interactive Prototyping, Product Design, Responsive Design, Usability Testing, User-Centered Design, User Experience Design, User Flows, User Research, WCAG, Wireframing

Design Tools: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Canva, FigJam, Figma, Framer

Visual Design: Brand Identity, Creative Direction, Editorial Design, Layout, Marketing Design, Social Media Design, Typography, Visual Design

Digital & Technical: Basic JavaScript, E-commerce UX, Responsive Web Design, SVG Asset Preparation, Web Content Systems

Professional: Client Communication, Creative Strategy, Cross-Functional Collaboration, Design Presentation, Project Management, Stakeholder Communication