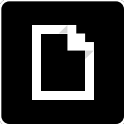# Chris Cubellis / Resumé

Seasoned product designer with a decade of experience in crafting products that focus on detail, usability, and a healthy dose of play. Internet explorer and strong believer in the private indie web.
Open for new opportunities.

GIPHY 2017 - Current

7+ years of experience in making the world a loopier place by guiding the design of GIPHY's product suite through unprecedented growth. Accolades include a handful of Webby awards, acquisitions, and international legal battles.

Senior Staff Product Designer 2023 - Current   **Staff Product Designer** 2020 - 2022   **Senior Product Designer** 2017 - 2020

- **GIPHY App:** Multi-stage redesign of the original GIPHY app and consolidation of 3 legacy side-apps. Persistent iteration on a Top 50 app across creation tools and experience.
- **GIPHY.com:** Years of continuous user improvements and product health to one of the most popular webpages on the internet.
- **GIPHY SDK / Developers:** Product suite & documentation for integrating GIPHY into thousands of third-party applications. You've likely used one or two of them!
- **GIPHY Internal Tools:** Design ownership of internal products assisting GIPHY's content and moderation teams. Advocate of task efficiency and content safety.
- **GIPHY for Marketers:** Product campaign introducing GIPHY's new advertising platform. Includes landing page, communication, & collaboration on an internal reporting system.
- **GIPHY Design System:** Led creation and ongoing maintenance of GIPHY's design system and component library within Figma and other tools.

HUGE Inc. 2015 - 2017

Worked with a range of clients, from early-stage startups to Fortune 100 companies. Scope of design included product innovation, strategy, and launch experience.

Senior Product Designer 2017   **Product Designer** 2015 - 2016   **HUGE Schools** Summer 2015

- **Muzik:** Concept through launch of companion app control experience for the headphone startup, Muzik. Also included marketing and product webpages.
- **LG:** Product strategy and conceptual prototyping of an OS for LG's upcoming phone. Focused on multi-tasking & contextual-personalization.
- **American Express, Apple, Comcast, HUGE Cafe, HP, Verizon, Zelle Pre-Product & More:** UX, VD, and Prototyping for product campaigns, pitches, and celebrations.
- **HUGE Displays:** Collaboration with an internal team of tinkerers on the design and programming of in-office displays across HUGE's 12 offices.

Dark Igloo 2015 - Ongoing

Continuous collaborator with Dark Igloo. Assistance on various design and other very-cool creative endeavors.

Designer 2015   **Photographer, Drone Operator** 2015 - Ongoing   **Friend, Designer, Developer** 2015 - Ongoing

- **Self-E-Wear:** Web and event design and photo for "the only virtual reality experience with the power to Look at You!™". Debuted at F5 Fest in 2015.
- **Duality Derby:** Web experience, drone cinematography, and photo for the studio's first short film. The 20 minute short film debuted at festivals across the country.
- **DISC:** Web des/development for a series of short videos that explore the natural world's inner harmonies.

Contact

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Education

Bachelor of Design
Pennsylvania State University, 2010 - 2014

HUGE UX School
HUGE Inc, 2015

Skillset

Design
- UX
- VD
- Prototype
- Art Direction
- 3D
- Motion
- Brand

Development
- HTML
- PHP
- SCSS
- JS

Extras
- Photo
- Film
- Drone
- Illustration
- Animation
- DIY