

# Blair Christopher

Senior Product Design Leader

Richmond, VA

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## Executive Summary

Senior product design leader with 20 years of experience guiding teams through complexity and delivering meaningful outcomes across enterprise platforms, customer-facing products, and internal tools in complex, regulated environments. Proven people-first manager with deep experience partnering across product, engineering, research, and business to bring clarity to ambiguous problem spaces and drive measurable customer and business impact. Known for scaling design organizations, strengthening product foundations, and enabling teams to do their best work in fast-moving organizations.

## Core Leadership Strengths

- Product Design Leadership at Enterprise Scale
- People Management, Hiring, and Team Development
- Platform and Portfolio Design
- Cross-Functional and Executive Partnership
- Systems Thinking for Scale, Consistency, and Speed
- Inclusive and Accessible Design Practices

## Professional Experience

### Director of Design — GEICO | Richmond, VA (Hybrid) | 2023 – 2025

Led product design strategy and execution for GEICO's enterprise design platform, modernizing how teams design, build, and scale customer-facing and internal products across the organization.

- Drove modernization of the design platform by transitioning ~50% of system inventory to Web Components, improving development speed, consistency, and scalability
- Led and mentored a cross-functional team of designers and engineers, supporting performance management and career development while delivering 8 new components, 55 Web Components, and 15 updated icons
- Partnered with product, engineering, and business leaders across 10 application teams to coordinate version upgrades, reduce fragmentation, and establish clearer upgrade paths

### Product Design Manager — GitLab | Remote | 2021 – 2023

Led product design teams across GitLab's Manage and Plan stages, partnering with Product, Engineering, and Research to deliver high-impact capabilities at scale in a fully remote setting.

- Managed and coached multiple product designers supporting account management, project planning, and work visibility features aligned to product strategy
- Served as a core design partner to Product and Engineering leadership, driving iterative, customer-centered feature development across complex product areas
- Owned end-to-end design delivery of OKR Management, launching the feature to 100% of GitLab employees and enabling company-wide visibility, alignment, and accountability

## **Capital One | Richmond, VA**

### **Senior Design Manager, Developer Platforms | 2020 – 2021**

Led product design for an internal developer platform enabling modern software delivery at scale.

- Established vision and design strategy for a unified developer platform, securing funding and building a dedicated design team
- Led Jobs-to-Be-Done workshops and research with dozens of engineers and stakeholders to define key problems and opportunities
- Partnered closely with Product and Engineering leaders across teams and lines of business to align on platform strategy and enable scalable adoption

### **Design Manager, Developer Tools | 2018 – 2020**

- Owned design delivery for a Chaos Engineering platform, shaping workflows and integrations to support real-world developer needs
- Collaborated closely with engineers to translate complex technical concepts into intuitive, accessible experiences
- Embedded accessibility into the design process, ensuring inclusive experiences that exceeded industry standards

### **Design Manager, Mobile Product Design | 2013 – 2018**

- Directed design for multiple generations of Capital One's iPad servicing apps, delivering customer-facing features at scale across the iOS ecosystem
- Contributed to award-winning work that improved customer satisfaction, including back-to-back J.D. Power recognition and a Webby Award

### **Senior Art Director, Brand & Digital Experiences | 2007 – 2013**

- Designed and launched Capital One's first iPhone app and early digital product experiences
- Led end-to-end design of the Venture Card physical plastic, from concept through production, contributing to a successful flagship product launch

## **Education & Professional Development**

- George Mason University — Bachelor of Arts, Graphic Design
- Nielsen Norman Group: DesignOps, Scaling UX, Designing Complex Applications
- Scaled Agile, Inc.: Implementing SAFe 5.1
- CompTIA Security+, Networking+ (in progress)

## **Tools & Methods**

Figma, Web Components, Design Tokens, JTBD, Agile / SAFe, DesignOps, OKRs, WCAG Accessibility Standards