Chris Lindenmayer

Lead Product Designer + UX Designer + Design Systems Specialist

I've spent 15 years leading designers and building products with a high bar for excellence. I build design systems that connect design to code and make better product work easier to ship. I started my career in graphic design, and that background taught me to care about craft as much as I do about consistency across the design system. I work from foundations all the way through implementation, using AI where it helps move the work closer to production.

Experience

EX Squared

Lead Product Designer / Creative Director (2019-2026)

- Led design for large digital products from early problem framing through implementation, working closely with product and engineering.
- Built design systems, prototypes, and pattern libraries alongside engineering. Took systems from Figma variables and tokens through reusable components and into production, using AI where it helped move the work faster.
- Led product design for SLB over a 5+ year engagement. Ran workshops, worked directly with stakeholders. Created and evolved the design system as the product grew. When SLB rebranded, I updated the system without disrupting existing functionality.
- Redesigned Teledynamics' B2B commerce experience around a new design system and partnered with engineering to ship it. Increased online customer adoption from 7% to 40%.
- Helped redesign NewHomeSource from the ground up and built a new design system to support the product as it grew.
- Built and mentored design teams while staying hands-on in the work. Led critique and presented directly to clients and senior stakeholders.

Contact

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Selected clients

SLB
Lead Product Designer

NewHomeSource
Lead Product Designer

TeleDynamics
Lead Product Designer

Education

Louisiana Tech University
BFA, Graphic Design

Rocksauce Studios

Creative Director / Lead Product Designer (2011-2019)

- Designed products and visual identities for clients while helping grow the studio from startup to acquisition. The studio later joined EX Squared.
- Worked from early design thinking to final UX/UI while working closely with the engineering team to establish governance.
- Built and mentored the design team while continuing to design day to day.
- Brought more structure to how we designed products and established best practices. Helped the team evolve as new tools and methodologies changed how we worked.

Gremillion & Pou Advertising

Art Director (1999-2011)

- Developed creative concepts for advertising and brand work. Created visual identities, directed photoshoots, oversaw print production and developed campaigns for print and television.
- Served on the board and later as president of the Shreveport Advertising Federation.
- Won several ADDY Awards, including a National Silver ADDY.
- Published in Logo Lounge Books.
- This is where I really honed my design skills. Advertising taught me how to apply typography, composition and visual communication in the real world. It gave me a foundation that still shapes how I approach product design today.