Christopher LaRose

Director of UX & Strategy

Auburn Hills, MI · Remote
christopherlarose321@gmail.com
christopherlarose.com
linkedin.com/in/christopher-larose

PROFILE

I make complicated things simple to use, and simple to run. Over 15 years, I've designed and built for 200+ clients, from Audible, Red Bull and Verint to small and mid-sized businesses. Today I lead UX, strategy and our agency's AI rollout.

SELECTED RESULTS

+400%
Verint site performance

+99%
Quest Nutrition overall conversions

+38%
Audible member gift units

82K+
Audible trial sign-ups from quizzes

RECOGNITION

Awwwards Developer Award, 2015

Panelist, Circles Conference, 2017

Teen Impact Awards, 2003 & 2004

COMMUNITY

PTO president, 2023–2024

Career Day speaker, 2023

TOOLS

Figma · Webflow · WordPress · Shopify · BigCommerce · Contentful · GitHub · After Effects · PowerPoint · Claude & AI workflows

OFF THE CLOCK

Ambient music, photography, cyanotypes and zines as Imaginary Postcards · imaginarypostcards.studio

EXPERIENCE

Director of UX & Strategy
2020–Present

Elegant Seagulls · Remote

Lead UX and strategy for clients including Audible, Verint, Red Bull, Lionsgate and Lyric, from discovery and information architecture through prototypes and launch. Lead the agency's AI rollout across research, design and prototyping, so we deliver stronger work on faster timelines.

— Discovery & stakeholder interviews
— Information architecture
— Wireframes & prototypes
— Personas & user flows
— AI workflows
— Design systems
— Presentation design
— Motion & campaigns
— Accessibility (ADA)
— Client & project leadership

Director of Design & Development
2017–2020

Elegant Seagulls · Remote

Led a team of four developers plus contractors and ran quarterly reviews. Built the practices that connected design and development: a GitHub workflow tied to time tracking, a map of every handoff across the agency, and documentation the team still uses. Lead designer and front-end developer when needed.

— WordPress (~100 themes)
— Shopify & BigCommerce
— Responsive design
— Email templates
— Social & ad campaigns
— SEO & page speed
— Scoping & QA
— Team reviews & hiring

Designer & Developer
2012–2017

Elegant Seagulls · Marquette, MI, then remote

Started as an intern and grew into designing and building sites for clients from Peak Design to small local businesses, including the Tens Sunglasses site that won an Awwwards Developer Award. Became the agency's first remote employee in 2014.

Earlier

Boys & Girls Club · Northern Star Broadcasting · Toarmina's Pizza · U.P. Children's Museum

Started at 14 working the coat check and worked up through the front office and games room to full-time program assistant, running digital arts, the ImageMakers program and homework help. Also worked in radio at Northern Star Broadcasting in Marquette, MI, for stations including WJPD and WDMJ, while managing a Toarmina's Pizza. Later worked as a floor facilitator at the Upper Peninsula Children's Museum, prepping birthday parties and showing the snakes and reptiles.

EDUCATION

Bachelor of Fine Arts, Graphic Communications
2014

Northern Michigan University · Marquette, MI
Best in Show, graphic design

Certificate, Broadcast Arts in Radio & Television
2005

Specs Howard School of Broadcast Arts · Southfield, MI