

CHRISTIE MISCHEL

Senior Product Designer / Creative Lead

Westlake Village, CA · Product Design · UX/UI · Design Strategy · AI Experiences

ABOUT ME

Senior Product Designer and Creative Lead with 20+ years of experience transforming ideas into scalable, market-ready digital products and brand experiences. Entrepreneurial, strategic, and hands-on, with a track record of taking products from concept and discovery through launch and commercialization. Expertise spans enterprise SaaS, AI-powered experiences, and design systems.

CORE EXPERTISE

PRODUCT DESIGN

- Product Strategy
- 0→1 Product Development
- End-to-End Design
- User-Centered Design

UX/UI & SYSTEMS

- Interaction Design
- Design Systems
- User Flows & Wireframing
- Responsive Design

AI & INNOVATION

- Generative AI Workflows
- AI Prototyping & Strategy
- AI-Powered Experiences

DESIGN & PRODUCT TOOLKIT

DESIGN

Figma, FigJam, Prototyping, Design Systems, UI/UX Design, Interaction Design, Wireframing, Information Architecture.

PRODUCT

Product Strategy, End-to-End Design, Discovery, 0→1 Product Development, Design Thinking.

AI & TECHNOLOGY

Generative AI, AI-Assisted Product Design, AI Prototyping, AI Product Strategy, AI Design Workflows, Rapid Prototyping.

PROFESSIONAL EXPERIENCE

FOX CORPORATION

2016-Present

Senior Product Designer

Lead product design and the full rebrand for FOX MediaCloud, creating AI-enabled media experiences that support content operations across FOX Sports, News, Tubi, and TV Stations. Partner with product, engineering, and executive teams to turn complex workflows into intuitive, scalable products.

AI

Design Systems

Product Strategy

IN HOUSE CREATIVE

2016-2026

Creative Director / UX Designer

Lead creative and UX initiatives for large media enterprises, including FOX and Disney, designing the products and systems that power content operations and customer experiences.

UX

Branding

Leadership

FRONTROW SPORTS

2024-2026

Senior Product Designer

Lead creative direction for FrontRow Sports, an AI-powered fan-engagement platform that turns live game moments into real-time, personalized brand experiences that drive engagement and commerce.

AI

Personalization

UX

DISNEY

2022-2025

Senior Product Designer

Designed enterprise-scale digital products, turning complex workflows into intuitive interfaces, prototypes, and scalable design systems in partnership with product and engineering teams.

Enterprise UX

Design Systems

Prototyping

VELOCIFY

Jan 2014-Feb 2016

Senior UX/UI Designer

Designed intuitive enterprise SaaS and Salesforce-based interfaces, translating complex sales workflows and product requirements into clear user flows and interactive prototypes.

SaaS

Salesforce

Prototyping

7TH STREET GRAPHIX

Jul 2009-Jan 2014

UI/UX Designer & Art Director

Founded a Calabasas creative agency specializing in branding, marketing, and websites for local businesses, leading real estate brokerages, and regional magazines.

Branding

Web

Art Direction



inhouse
creative

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