CHRISTOPHER PERANI

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PROFESSIONAL EXPERIENCE

Bear Mountain Endeavours   **San Jose, CA, USA**
UX Designer   *May 2024 - Present*
- Designed the Vujade user interface and complete product experience from concept through execution to launch for mobile and desktop. Developed four product offerings that allow users employed by client organizations to test, learn about and communicate their work styles, with tools to improve team dynamics and facilitate collaboration
- Collaborated closely with product managers, engineers, and customer success managers to turn product and technical requirements into end-to-end design proposals for each product area. Worked with engineers to launch MVP. Once launched, improvements continued to be identified and launched based on user needs and feedback. Offered creative problem-solving to develop design solutions that allowed us to execute and iterate quickly on the highest priority areas
- Used advanced Figma skills to develop mockups and interactive prototypes to pressure-test usability and interaction flow. Presented weekly to the CEO and C-suite for approval
- Created engaging videos and graphics to support user understanding and interaction with the product

Perani Design   **San Francisco, CA, USA**
Visual Designer   *January 2020 - Present*
- Principal designer collaborating on visual designs and interactive experiences, notably with National Geographic, H&M and COS clothing, MGM and MSG Hotels, Nikon, Samsung, Houston Zoo, Cleveland Natural History Museum, National Biodiversity Future Center, Stüssy clothing, Animale clothing, Lecta printing and Scentiana beauty
- Pioneered a novel technique to create visual art of up to one billion pixels and more from 10-millimeter-wide subjects. Customized and adapted this technique for clients worldwide to create large-scale art installations, fashion lines, product and website design, branding and marketing, and museum and public education displays. Featured in published books, a college textbook, and magazines. Profiled on hundreds of digital media in multiple languages
- Operated all aspects of a successful business, including creative direction, client relations, and project delivery

COS   **San Francisco, CA, USA**
Visual Designer   *November 2023 - January 2025*
- Collaborated with COS's team of creative directors and fashion designers on COS X Chris Perani, a 24-piece fashion collection launched worldwide in Fall 2024 in over 150 stores worldwide
- Worked with design team to produce and curate visual references for my fashion line to achieve the project goal of revealing the "extraordinary beauty of the natural world in intricate detail and vibrant color." Collaborated with COS's marketing team to revitalize the brand by emphasizing colors and textures that resonate with a wider audience of customers
- Worked with COS's public relations team to articulate my experiences of documenting nature's hidden beauty, which became the template for interviews that appeared in the COS Magazine and multiple fashion publications

National Biodiversity Future Center   **San Francisco, CA, USA**
Visual Designer   *June 2024 - December 2024*
- Collaborated with the National Biodiversity Future Center, supported by the EU and Italian governments
- Conceived and designed a visual showcase for their biodiversity initiatives used in displays, marketing, and education

Scentiana   **San Francisco, CA, USA**
Visual Designer   *March 2022 - October 2024*
- Principal artist for the redesign of Scentiana's makeup and beauty product lines, website, branding, and marketing

CCWIP   **Berkeley, CA, USA**
UX Designer   *September 2023 - December 2023*
- Redesigned the CCWIP website to make child welfare data and disparity indices accessible to non-experts
- Developed intuitive data visualizations, simplifying complex statistics into user-friendly formats

MGM Resorts International   **San Francisco, CA, USA**
Visual Designer   *June 2020 - September 2020*
- Principal Visual Artist for a 10-minute montage showcased on the world's largest LED display, spanning 36 expansive LED screens totaling 72 million pixels across 1,000 meters. This narrative, centered on the beauty of butterflies, captivates over 50,000 viewers daily
- Developed a groundbreaking technique allowing massive billion-pixel panoramic visuals showcasing details invisible to the human eye

EDUCATION

University of California - Berkeley   **August 2023 - May 2025**
Master's, Information Systems   *GPA: 3.8*

San Jose State University   **August 2021 - May 2023**
Bachelor's, Graphic Design   *GPA: 3.8*

SKILLS

User Experience: UI/UX Design, Product Design, Interaction Design, User Research, Wireframes, Mockups, User Needs, User Testing, Ideation, User Flow, Usability Testing, Design Systems, Personas, Journey Mapping, A/B Testing, System Mapping, Mobile UX, Future Systems
Design Tools: Figma, Adobe Creative Suite, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe Lightroom, Adobe After Effects