# Christopher Bonini

Lead Product Designer · Consumer Mobile & Web · Growth, Subscriptions & Design Systems

Meriden, CT · christopherjbonini@gmail.com · linkedin.com/in/christopherbonini

## SUMMARY

**7x subscription revenue. 53% → 63% checkout conversion. 950+ component design system.**

Lead Product Designer with 20+ years making complex consumer products feel simple and look premium across mobile and web: real-time data apps, streaming (including connected TV), subscriptions, commerce, and design systems. Engineers trust my specs, and I value their pushback.

## EXPERIENCE

### The Beachbody Company (BODi) · Remote

**Lead Product Designer** · Jul 2025 – Oct 2026
**Senior Product Designer** · Oct 2023 – Jul 2025
*Promoted to Lead after 1 year 10 months · Commerce, streaming, mobile & connected TV*

- **Led checkout design for BODi's Shopify replatform, raising web checkout conversion from 53% to 63%**, and designed the wider commerce experience on Shopify and Recharge: global navigation, storefront, PDPs, accounts, and merchandising
- **Grew BODi app subscribers 35% in four months** by leading the redesign of app onboarding to be more intuitive, engaging, and conversion-focused
- **Helped raise digital cancel-save rate ~40% (7.3% → 10.2%)** by redesigning the cancellation flow's UI and refining its UX
- **Worked side by side with engineering from spec to launch**: translated complex requirements into implementation-ready Figma specs, explained design decisions clearly, and iterated quickly on engineering feedback
- **Unified BODi's separate streaming and commerce sites into one experience**, so programs, supplements, subscriptions, and On Demand content live on one site
- **Led design for BODi's streaming workout experience across mobile and connected TV.** Designed heart-rate flows for Apple Watch and Bluetooth monitors and an Apple Music integration (in development), and simplified the player's on-screen workout info, controls, and overlay layout. Redesigned program details, lifting web play-video conversion 4%.
- **Modernized BODi's design system across web and apps**, partnered with the Creative team to carry the company rebrand into product, and mentored designers through critiques and reviews

### AccuWeather · Remote

**Senior Product Designer** · Feb 2023 – Sep 2023
**Product Designer** · Nov 2021 – Feb 2023
*Consumer weather app and web platform serving millions of users worldwide*

- **7x mobile subscription revenue ($150K → $1.1M/month)**, helping launch and grow a $6M+ subscription service, by leading UX strategy for home and lock-screen widgets, onboarding, and the Premium+ upsell
- **Rebuilt a static main weather page as a customizable, modular home experience** through a multi-phase, cross-functional rollout with a refreshed module library
- **3x free-to-paid conversion (2% → 6%) and onboarding completion from 40% to 75–80%** by redesigning the Premium+ upsell and streamlining first-run
- **Built AccuWeather's first true design system from scratch: 958 components and 468 styles** in Figma, spanning web and app platforms to streamline development and keep every surface consistent
- **Explored multiple UI directions per feature and worked them through with product and engineering**, backed by usability findings, competitive research, and early input from developers

**Zero Gravity Marketing** · Madison, CT (Remote)
**Associate Creative Director** · Jul 2020 – Sep 2021
**Senior Interactive Designer** · Jun 2016 – Jun 2020
*Digital agency specializing in SEO, PPC, and conversion rate optimization. Promoted from Senior Interactive Designer to Associate Creative Director, leading the agency's design team.*

- **Turned CRO, SEO, and PPC strategy into conversion-focused UI**: wireframes, prototypes, and high-fidelity landing pages, websites, and apps for agency clients
- **Led a team of 4 designers** across web, e-commerce email, and social, owning art direction, training, design review, and developer handoff
- **Directed the agency's own rebrand end to end**: new website, social presence, and brand guidelines

### Earlier Experience

**Horizon Marketing Group** · Cromwell, CT (Remote) · 2009 – 2016
*Interactive marketing and communications agency. Grew from Senior Designer to Associate Art Director, leading UX/UI wireframes, high-fidelity web design, and e-commerce campaigns while mentoring junior designers.*

**WORX Branding** · Prospect, CT · 2004 – 2009
*Branding, digital, and marketing firm. Grew from Junior to Senior Designer, creating brand identities, websites, annual reports, and integrated campaigns, and building front-end web skills.*

## SKILLS

**Design:** Product Design, UI/UX, Visual Design, Interaction Design, Prototyping, Wireframing, User Flows, Motion

**Strategy:** Product Strategy, Growth, Experimentation, A/B Testing, Conversion Optimization (CRO), Subscription & Paywall Design, E-commerce, Conversion Funnels, Visual Merchandising

**Research & Ideation:** Research Synthesis, Usability Findings, Competitive & Pattern Analysis, AI-Assisted Ideation (Claude, ChatGPT)

**Collaboration:** Engineering Partnership, Design-to-Dev Handoff, Design QA, Cross-Functional Leadership, Mentoring

**Systems & Tools:** Design Systems, Figma, Adobe Creative Suite, Sketch, Jira, Shopify, Recharge, HTML/CSS

**Domains:** Mobile Apps, Connected TV, Streaming, Fitness, Wellness & Wearables, Weather, Agency/Brand

## EDUCATION & AWARDS

**B.S. Graphic Design**, Cum Laude (3.7 GPA) · Southern Connecticut State University

**11 GDUSA American Graphic Design Awards** · 2007–2009