

Cristian Pineda

Senior Product Designer & Design Engineer, AI

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SUMMARY

Senior Product Designer with 5+ years in enterprise and AI products. I design agentic AI experiences and build design systems in code, from research through production.

EXPERIENCE

Senior Product Designer

Operative | New York, NY | Dec 2025 – Present

- Built and own Opal, Operative's design system in code: forked spartan.ng (Angular, Tailwind), applied the Operative theme, and shipped it as a centrally versioned npm package. Adopted by 100% of product teams across all 7 product repos, enabling 7 applications in about 2.5 months for the IBC 2026 launch.
- Authored a Claude skills package distributed with Opal (component guidance, WCAG accessibility, design drift QA) so PMs, engineers, and designers build production-ready UI with AI, and run design governance by reviewing and directly modifying their code across all products.
- Set design direction and reviewed UX quality and consistency across the 7 products launched at IBC 2026, including the two Best in Show winners, BOS and Insights, each designed by another designer on the team.
- Since July 2026, lead 3 designers embedded across product groups while staying hands-on as an IC, reporting to the CPO. Run a daily design sync with feedback to keep patterns consistent and partner with each product lead on priorities.

Product Designer

Operative | New York, NY | Mar 2024 – Dec 2025

- Designed and launched Adeline, Operative's AI assistant, then redesigned it as its features scaled. After on-site research at Warner Bros. Discovery and 6 weeks of weekly sessions with Paramount, replaced the floating panel with a docked assistant and a guided media plan wizard. Usability testing: NPS from -75 to +69, perceived accuracy from 3 to 4.3 out of 5, and perceived time saved per session from 1.5 to 3 hours (self-reported).
- Led design for Operative's other AI innovation products, a knowledge base and a token consumption tracker, and created a conversational UX design system for chat and AI patterns the existing system couldn't handle.
- Designed the AOS AI Wizard, which extracts data from insertion order PDFs with a human review step, and wrote an A/B usability test plan covering 5 personas.
- Prototyped the AOS AI Integrations dashboard in HTML using AOS design tokens and Figma MCP.
- Initiated and drafted Operative's AI Ethics framework with Marketing and Legal, co-authored company-wide Voice & Tone guidelines for AI, and led AI workshops across product teams.

UX Designer

Kaiser Permanente | New York, NY | Mar 2021 – Sep 2023 (contract through EY until Jan 2022)

- Designed a 1-tap mobile check-in adopted by 3.6M+ members, reducing front desk check-ins by 23%.
- Redesigned the upcoming appointments experience across app and web, increasing pre-visit questionnaire completion 35% and online pre-check-in 26%.
- Designed the Zoom virtual care integration, which earned an 80 NPS and strong clinician feedback.
- Designed a medication reconciliation task flow that reduced clinician prep time before visits.
- Redesigned the flagship app's check-in and appointment flows while migrating them onto Kaiser's new design system, shipping the improved flows to production and increasing task flow adoption by 30%.
- Worked in an SVPG-style product squad and supported hiring, onboarding, and mentoring of junior designers.

SKILLS

Design: Product Design, AI Product Design, Agentic UX, Human-in-the-Loop Design, Conversational UI, Design Systems, Design Governance, UX Strategy, UX Research, Usability Testing, Prototyping, Accessibility (WCAG), UX Writing, Mentorship, Workshop Facilitation

Build: Front-End Development, Angular, Tailwind CSS, HTML, CSS, JavaScript, npm Package Distribution, Claude Code, Claude Skills Authoring, MCP

Tools: Figma, FigJam, Claude, GitHub Copilot, Microsoft Copilot, ChatGPT, Miro, Jira, Confluence, Adobe Creative Cloud

CERTIFICATIONS

- Claude Code in Action, Anthropic, 2026
- AI for Product Management, Pendo, 2025
- Introduction to Front-End Development, Meta, 2024
- Designing and Building AI Products and Services, MIT (Emeritus), 2023
- AI for Everyone: Master the Basics, IBM, 2023
- UX Management: Strategy and Tactics, Interaction Design Foundation, 2022
- UX Foundations: Accessibility, LinkedIn, 2021

EDUCATION

UX/UI Design Certificate, Columbia Engineering

Aug 2020 – Feb 2021

Advanced High School Diploma, Graphic Design & Visual Communications, Queens Technical High School
2015