

# Kris McDonald

I'm a product & design leader based in Denver. I research, design, and deliver practical solutions to ambiguous problems, with experience leading successful 0 → 1 product teams in both early-stage startup and enterprise environments.

## CONTACT

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## SKILLS

### DESIGN

Human-centered design  
Service design  
Information architecture  
Interaction design  
User research  
UI & Visual design  
Design systems  
Rapid prototyping  
UI writing

### PRODUCT

Product strategy  
Continuous discovery  
Problem framing  
Growth & CRO  
Delivery management  
Data analysis & synthesis

### LEADERSHIP

Product vision  
Coaching & mentorship  
Effective hiring processes  
X-functional collaboration  
Fostering a learning culture  
Workshop facilitation

## EDUCATION

**B.S. Visual Communication,  
Ohio University**  
AUGUST 2002 – JUNE 2006

## RECENT EXPERIENCE

### Founding Product Designer, Fanstake

AUGUST 2024 – PRESENT

First hire. Built a novel fan-driven college athletics recruitment platform, from idea to production release, within 3 months. Collaborated with founders to translate vision into cohesive product strategy, and owned product and design execution soup-to-nuts. Successfully raised \$6.25M seed round in March 2025.

### Lead Product Design Consultant

JANUARY 2017 – DECEMBER 2018, JULY 2023 – AUGUST 2024

Led small- to medium-sized product and design teams for enterprise clients like AstraZeneca, Transamerica, Acosta, and others. 100% of clients have offered full-time role and/or contract extensions.

### Principal Product Designer, Wunder Capital

OCTOBER 2022 – JUNE 2023

First design hire. Implemented a collaborative product design & discovery process while supporting two feature squads. Created Apollo, a practical design system that improved delivery speed and system usability.

### Senior Director of Product Design, AstraZeneca

FEBRUARY 2020 – JUNE 2022

Grew an international, cross-functional team from 2 to 13 while designing a clinical trial planning and delivery platform that saved \$130M in projected costs in 2021. Partnered with a data science team in creating a novel method to measure and model the clinical trial patient experience, leading to a 27% improvement for oncology patients in pilot study. Awarded the 2021 R&D Award by exec board for our work.

### Principal Designer, Legalpad

DECEMBER 2018 – FEBRUARY 2020

First design hire; employee #8. Led redesign of Novo, an immigration data platform that cut the visa petition process from 6 to 2 months. In first 60 days, created Legalpad brand identity and designed, tested, and developed marketing site that increased monthly inbounds by 12x.

### Senior Product Designer, Ibotta

MARCH 2014 – JULY 2016

Second design hire; employee #33. Redesigned the app onboarding flow, leading to a 5% increase in daily active users. Led design of ibotta.com, which became the leading driver of app downloads.