

Chris Limbrick, Senior Product Designer

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SUMMARY

Senior Product Designer with over ten years shaping complex, cross-functional products, from developer platforms to a solo-built consumer chat app. I work systems-first, turning ambiguous opportunities into clear direction and scalable frameworks. At LaunchDarkly I co-lead a two-year platform modernization and stood up the operating model for an under-staffed design system, aligning teams without direct authority. I prototype with AI-assisted tools and ship the code, so ideas get validated as working software early.

SKILLS

Design: Systems thinking, experience and information architecture, interaction design, reusable UX patterns, product strategy, design systems, storytelling and facilitation, navigating ambiguity

Engineering: React, TypeScript, HTML and CSS, GitHub, functional prototyping, frontend delivery

AI and tooling: Claude Code, Cursor, Lovable, Figma, FigJam, Storybook, Chromatic, Meticulous, Vercel

Domains: Platform and reusable product experiences, developer tools, experimentation, consumer social, RBAC and permissions

WORK EXPERIENCE

LaunchDarkly Denver, CO
Senior Product Designer, Experimentation Platform, Design Systems 2023 - Present

- Co-lead the two-year modernization of LaunchDarkly's Experimentation Platform and owned the Results surface, rebuilding statistical interpretation around the conventions data scientists trust; closed an ~18-month competitive feature gap so the platform competes head-on with Statsig, Amplitude, and Datadog Eppo.
- Drove a 50% increase in activation, doubled monthly experiment creation, and more than doubled active experimenters, contributing to a 75% win rate on major enterprise deals including a \$1.4M annual contract.
- Architected Voyager, a company-level product-intelligence framework correlating customer voice, usage, and releases on demand; earned VP of Product Operations and Head of UX sponsorship and deployed a proof of concept within Experimentation.
- Owned the operating model for the under-staffed LaunchPad Design System, standing up a contribution model, guild, and triage system that accelerated release velocity from quarterly to weekly and let any designer or engineer contribute.
- Ship production frontend code as a designer (flag-gated components, editorial type tokens), treating code as a core design material and closing the design-to-engineering gap.

Datadog New York, NY
Senior Product Designer 2020 - 2022
Product Designer 2018 - 2020

- Led UX/UI design for Datadog's Integrations and Marketplace platform, delivering production features across Onboarding, Billing, and the AWS integration for 100,000+ active AWS accounts.
- Rebuilt the AWS integration end to end on a modern SPA and CloudFormation-based setup, eliminating \$8M in annual cost from a recurring account-configuration error and making high-cardinality accounts manageable with search, filtering, and bulk actions.
- Established a reusable full-page design pattern and SPA architecture adopted across all Datadog integrations, cutting integration build time from 6+ months to 4 weeks (GCP redesign); the resulting demand seeded App Builder, a low-code Marketplace platform.
- Launched Marketplace at the DASH conference, opening a new third-party revenue stream and positioning Datadog as a developer ecosystem.

ASCAP New York, NY
Product Designer 2017 - 2018

- Redesigned member onboarding and the core user interface, improving usability and operational efficiency with projected savings of \$1M+ annually.
- Built a scalable design system (style guide, UI components, responsive patterns) that standardized visual design and accelerated cross-product delivery.

EDUCATION

Full Sail University — B.S., Music Business and Recording Arts Orlando, FL
General Assembly — Certification, Front-End Web Development New York, NY
International Center of Photography — Certification, Black-and-White Film Photography and Darkroom Printing New York, NY