

# CHRIS STEIB

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## /SUMMARY

Chris Steib is a twelve-year veteran of UX and Product Management with experience ranging from garage startups to large public companies. He has led the product and design teams at Thrillist, JackThreads, Delivery.com, and XO Group, where he oversaw the 2015 re-platform and redesign of TheKnot.com. Today he is the founder of [Transom](#), a note-taking app for writers, and he runs [Void Digital](#), a design agency working with startups and growth-stage companies to improve their user experience design and product processes.

A former English teacher, speechwriter, and book marketer, Chris is passionate about writing and storytelling in our tech-centric world. He's a Brooklynite, an aspiring novelist, a boxing enthusiast, amateur ukuleleist, and avid rock climber.

## /EXPERIENCE

**Void Digital Strategy + Design** :: 2004 - present

*User Experience Designer & Product Strategist*

**Summary:** One-man product + design consultancy helping clients identify product-market fit, assess user needs, integrate Lean best practices, and execute on best-in-class product strategy and design. Efforts include product strategy, information architecture, content management, and UX strategy + design.

**Recent Clients Include:**

- [Theory "2.0"](#): full-service ecommerce site for a new capsule collection by the high-end clothing brand; IA, product management, user experience design, prototyping
- [ZacharyKarabell.com](#): personal website for economist, author, and podcaster; product strategy, IA, UX, UI, content production, and CSS/HTML
- [HDC.org](#): NYC-based non-profit dedicated to the preservation of historic landmarks and landmark districts; business strategy, product strategy, IA, UX, UI, user testing (in progress)
- [MetricStory](#): early-stage analytics startup; product strategy
- [DoSomething.org](#): a global youth-activation non-profit; product strategy
- [JillianCantor.com](#): personal site for author; UX, UI, CSS/HTML
- BuildBook: pre-launch marketplace startup focused on home renovations; product strategy, IA, user experience design, and prototyping
- [Transom](#): personal side project designed to help fiction writers organize their notes; *all of the above*
- **Past clients:** Nourish Snacks (snack-box subscriptions), Artissano (high-fashion e-com), Enelytics LLC (energy data visualization), TheKnot.com (wedding planning + content), BlogTalkRadio (podcasting network).

**XO Group, Inc; The Knot** :: August 2013 - January 2017

*Vice President, Product + User Experience*

**Summary:** Product Lead for the #1 wedding-industry brand, which generates \$150MM in annual revenue from more than 60MM pageviews and 12MM uniques each month. Oversaw the complete relaunch of theknot.com in 2015, including technical overhaul and responsive-web reimagining of a 17-year-old brand.

**Product:** Oversight of membership acquisition, content + photography, fashion, vendor marketplace, and planning tools. Also responsible for TK's native mobile apps, including the #1 wedding app on iOS.

**User Centricity:** Built out XO's first user-centered research and design team; championed Lean UX processes

and restructured Product, UI, and Tech orgs around Lean best practices. Established usability testing lab, which has conducted more than 500 hours of usability testing since April 2014. Merged Customer Service with User Experience and proactively reduced complaint volume by more than 50%.

**Culture + Company:** Selected to organize Lead@XO, a group dedicated to training + nurturing next-generation managers + leaders. Participant in XO Book Club, Product Demo Days, XO Chess Club, and XO Mentors. Managed more than 20 different employees during my tenure.

#### **Delivery.com :: July 2012 - August 2013**

*Vice President, Product*

**Product + Design:** Responsible for delivery.com's strategic product roadmap, project planning, user-experience design, performance analysis, quality-assurance testing, and graphic design for all web + mobile products. Oversaw Dcom rebrand in January 2013, and pilot integration of Dcom data + functionality into Yelp.com.

**Technology + Ops:** Restructured engineering team and hired VP of technology. Migrated Tech to new project-management workflow, reducing release cycle from three months to two weeks. Hired front-end Lead Engineer, managed UI pipeline + priorities.

#### **Thrillist Media Group :: 2009-2012**

*Director, Product Development for Thrillist, Thrillist Rewards, and JackThreads*

**Responsibilities:** Executive oversight of 13 user-facing digital products, including email, web, mobile, and tablet for company's content, ecommerce, flash-sale, and local deals businesses. Oversaw JackThreads product integration, redesign, and relaunch post-acquisition. Key contributor to Sales development.

**Achievements:** Thrillist top-line business increased from \$12MM to \$50MM during tenure as Product Director. Designed products that created more than \$3.5MM in new business per year (notably, a recurring \$1MM+ program with Absolut Vodka). Grew JackThreads mobile + web traffic by more than 3x (8.5MM to 29MM visits), and users by 20x (100k to 2MM) from 2009-2012. Launched and maintained three, five-star iOS applications.

#### **Hearst-Argyle Television, Hearst Corporation :: 2007-2009**

*Product Manager*

**Summary:** Oversaw web content and product development for HTV's 31 local affiliate websites, which garnered more than 2B page views each year. Selected for digital incubator program, Hearst Innovations, in 2008.

#### **NBC Universal :: 2004 - 2007**

*Manager, Executive Communications 2005-2007 | Communications Specialist 2004-2005*

**Summary:** Drafted speeches, email, op-eds, articles, and collateral for key execs including CEO Bob Wright.

#### **Los Angeles Unified School District :: 2001-2003**

**Summary:** Taught 9th- and 12th-grade English literature in underserved school in San Fernando.

## **/EPHEMERA**

### **Relevant Skills**

Agile Project Management: PivotalTracker, JIRA, OmniPlan, Sharpie + Post-It notes

UX Design: Sketch, InVision, OmniGraffle, Photoshop, Axure, agile prototyping, pen + graph paper

### **Education**

BA English Literature, Villanova University :: 1997-2001

Creative Writing program, University of East Anglia, UK :: 1999

## Activities + Interests

Events Chair and founding member of the Career Gear Associate Board :: 2005-2013

Creator of [Transom](#), note-taking app for fiction writers (10k+ installs, 4.5-star rating)

Active member of local Agile, Lean, Information Architecture, and Technology organizations

Avid rock climber: v5+ bouldering, 5.10c+ top-rope

Lead Singer, Bassist of Brooklyn-based rock band [The Read Letters](#)

[Chess enthusiast](#): 1150 ELO blitz, 1220 standard

Founder/Editor online literary journal [Void Magazine](#)

Winner, 2009 Paddy Reilly's Karaoke Idol competition