



Chris Knutson

Principal Product Designer

 Available



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I'm a designer who loves making complex things feel clear, useful, and a little bit beautiful. With over 17 years of experience across industries, I've worked on everything from design systems to brand work to full-blown product platforms. I'm most at home building thoughtful, flexible systems—and I always try to ground my work in real user needs, good data, and strong reasoning.

Work experience

December 2023 - Present

Founding Product Designer

 **Liminal** [Liminal.ai](#)
Denver, CO

As the founding designer at Liminal, I led the design of our secure, multi-model AI chat interface—our flagship experience that enables teams in regulated industries to safely interact with public and private LLMs like OpenAI, Claude, and Gemini, all within enterprise-grade governance.

Beyond that, I drive design across the full product and brand ecosystem, spanning governance dashboards, policy builders, usage insights, onboarding, marketing, and internal tools. I work closely with engineering, product, and security teams to shape thoughtful, trustworthy experiences that balance flexibility with control.

I joined Liminal because I believe generative AI can radically improve productivity—especially when it's designed with care, clarity, and strong guardrails. I'm helping build the foundation for how people securely and confidently use AI at work.

Played a pivotal role in aligning the design system with Handshake's brand strategy and values. Through my leadership, I contributed to enhancing the overall visual aesthetics and functionality of Handshake's products, leaving a lasting impact on the organization's design identity and user experience.

June 2022 - December 2023

Lead Product Designer, Design Systems

 **Handshake** [JoinHandshake.com](#)
Denver, CO

As the Lead Designer of Design Systems at Handshake, I successfully oversaw the development and implementation of a cohesive design system. My role involved collaborating closely with cross-functional teams to establish a consistent design language throughout our system, **Rosetta**.

Played a pivotal role in aligning the design system with Handshake's brand strategy and values. Through my leadership, I contributed to enhancing the overall visual aesthetics and functionality of Handshake's products, leaving a lasting impact on the organization's design identity and user experience.

[chrisknutson.design/handshake](#)

July 2019 - May 2022

Staff Product Designer

 **Ibotta** [Ibotta.com](#)
Denver, CO

Worked on solving complex problems for 4m+ daily active users of Ibotta's mobile and web products. Created digital experiences helping people save and earn money through their purchases. Created and maintained a cross-platform Design System, **Pando**, and coordinated efforts across the entire 700+ person organization. Worked with Senior Leadership to concept and deliver digital products.

[Ibotta Case Study](#)
[Pando Design System](#)

November 2018 - July 2019

Senior Product Designer

 **Sling TV** [Sling.com](#)
Denver, CO

Worked on complex usability problems with Sling.com and Sling products. Understand user goals through research & testing. Identify and create hypotheses. Test, iterate, and deliver. Lead cross-functional teams to ideate and create digital products using common patterns and experiences. Created and maintained a React-based Design System from ground up.

[Sling TV Case Study](#)
[Sling TV Design System](#)

Jul 2017 - November 2018

Senior Product Designer

 **Spire Digital** [SpireDigital.com](#)
Denver, CO

Design and craft digital products using extensive design-thinking principles. From discovery through implementation, we would use our understanding of the user to create elegant and functional applications by relentless testing, problem solving, rapid prototyping, and more.

Clients: Coinstar, WOW!, Blue Hawaiian Helicopters, Parsyl + more

[Spire Digital Work](#)

Jul 2013 - July 2017

Senior Designer

 **Four Winds Interactive** [FourWindsInteractive.com](#)
Denver, CO

Lead designer working with range of clients beginning from conceiving digital strategy to implementing a wide variety of applications. From mobile to large format video walls and interactive displays. Also designed and completed front-end development work for Four Winds Interactive's website.

[Four Winds Interactive Work](#)

[About](#)

[Portfolio](#)

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Tulsa, OK

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 [@saychris3x](#)

Education

Commercial Art & Graphic Design

Midland University
Fremont, NE
2003 - 2007
Bachelor of Arts,
Graphic Design
Minor in Marketing & Advertising

Other Stuff

Captain of Midland University Baseball Team

Midland University
Fremont, NE
2003 - 2007

Skills

Product & UX Design

Figma · Sketch · Principle · Marvel
Balsamiq · Design Sprints · User Research
UX Workshops · Rapid Prototyping

Visual Design & Motion

Photoshop · Illustrator · InDesign · After
Effects · Brand Systems · Marketing
Collateral · Motion Prototyping

Front-End & Prototyping

HTML · CSS · JavaScript (working
knowledge) · Developer Handoff
Responsive Design

Strategy & Collaboration

Lean UX · Agile / Kanban · Miro ·
Whiteboarding · Cross-functional Teaming
Stakeholder Workshops · Design Systems

Analytics & Communication

Google Analytics · A/B Testing · UX Metrics
Keynote · Slides · Visual Storytelling

Other Tools

JIRA · Notion · Slack · All the other stuff
designers always end up using 🤖



Want to know about previous/freelance work? Send me a message at ck@chrisknutson.design