

Chris Loring

Design Leader | Creative Director | UX, Hardware & Product Strategy

Philadelphia Metro | www.chrisloringer.com | chris.loringer@gmail.com | (856) 304-2048

Product design leader with deep experience bringing clarity to complex problems. Partners comfortably across design, product, engineering, and business to turn ambitious ideas into products that create meaningful value for people and businesses. Leads through alignment, not authority - building executive buy-in with storytelling and prototypes, staying comfortable in ambiguity, and bringing relentless curiosity to new technologies, including AI, that are shaping the future of product design.

CORE SKILLS

Product Vision & Strategy | Product Roadmap & Design Systems | AI-Enabled Product Design | Cross-Functional & Executive Alignment | Growth Strategy & Product Innovation | User Research & Data-Driven Design | Prototyping & Experimentation (A/B Testing) | Team Leadership & Mentorship

WORK EXPERIENCE

Sonos

Creative Director (*Aug 2022 - Jul 2026*)

- Aligned executive, product, design, and engineering stakeholders around a shared product vision, enabling two strategic initiatives to move from concept into development.
- Led product vision and experience strategy for two zero-to-one hardware and software initiatives, guiding a cross-functional design team of 6 from concept through development.
- Built executive alignment through storytelling, prototypes, and strategic presentations that secured organizational investment for new product initiatives.
- Defined experience principles and design patterns that aligned customer needs, business priorities, and technical feasibility across hardware and software product lines.
- Helped teams navigate ambiguity by applying data-driven research to identify the right customer problems before defining solutions.

Comcast

Associate Creative Director (*Feb 2014 - Aug 2022*)

- Led product strategy and user experience across X1, Flex, and Stream - three platforms serving more than 50 million connected devices.
- Helped shape product decisions by connecting customer insights and data-driven research with business goals and technical constraints.

- Built and mentored a multidisciplinary design team of 13 direct reports, improving collaboration across design, product, and engineering.
- Recipient of the 2016-2017 Technology & Engineering Emmy Award for the Xfinity Voice Remote's contextual navigation experience, recognizing product innovation at scale.

O3 World

Lead Designer (2011 - 2014)

- Designed digital products and marketing experiences for startup and enterprise clients, applying user-centered design and content creation across web and mobile platforms.
- Built, deployed, and maintained ecommerce sites for startup and enterprise clients, covering everything from UX and visual design through launch and ongoing site support.
- Collaborated with engineering and strategy teams to translate business requirements into product roadmaps and design patterns still used across client design systems.

Curious & Company

Co-Founder / Principal (2010 - 2011)

- Co-founded a design studio delivering brand, UX, and product design services to startup and small-business clients.
- Led client strategy, creative direction, and business development, managing projects from research through final delivery.
- Held a leadership role for our team of 5 focused on sales, project staffing, and day-to-day operations alongside client work.

Two Paperdolls

Senior Designer (2007 - 2010)

- Delivered visual design, branding, and interaction design solutions for consumer and commercial clients.
- Built foundational expertise in design systems and prototyping that shaped a career spanning agency, hardware, and product leadership.

EDUCATION

Bachelor of Fine Arts (BFA), Cabrini College - 2007