

HI! I'M

Nicole Christen

Co-Lead Product | Design & Product Lead

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ELEVATOR PITCH

I am a UX design leader and consumer product strategist with 10+ years of experience, from hands-on craft as designer and Art Director to leading cross-functional teams and product strategy. I bring a rare combination of design, strategic product thinking and the ability to translate complexity into clear, actionable decisions for both design teams and engineering.
Throughout my career, I have provided design direction, mentored junior designers and trainees, and set design standards across teams. In my current position as Product & Design Lead I am responsible for UX strategy, design system governance, and product ownership for the high-traffic B2C consumer platform watson. I am passionate about the full customer journey and the kind of leadership that grows great design teams.

WORK EXPERIENCE

watson News — CH Media · Zürich

Co-Lead Product | Design & Product Lead | Jan 2026 – Present
- Co-leading product and design at watson: responsible for UX strategy and roadmap for a high-traffic B2C consumer platform. Providing design direction to the team and setting the quality bar across all customer touchpoints
- Driving design system governance: maintaining a consistent design language and component standards, across the watson platform and CMS
- Leading a team of 5 developers; facilitating cross-functional collaboration between design, engineering, editorial, marketing, sales, and external partners
- Overseeing resource planning and coordination (SCRUM)
- Representing the product team in leadership decisions; communicating priorities and progress clearly to senior stakeholders

Interim Product Lead | Jan – Dec 2025
- Acted as Product Owner during a leadership transition: full accountability for backlog management, prioritization, and delivery quality
- Planned and coordinated sprints, releases, and cross-team dependencies
- Served as primary internal contact for all product-related inquiries across departments
- Accepted delivered features including QA testing and ensured implementation quality

UX/UI Designer | Jul 2023 – Dec 2024
- User-centered design of watson.ch, watson.ch/fr and watson.de platforms and internal CMS, across the full product lifecycle
- Developed and maintained the watson design system: Figma component library, design language, UI standards, and design tokens
- Delivered user flows, wireframes, interactive prototypes, and final UI designs
- Applied accessibility standards (WCAG) as a core principle in all UX and UI decisions

In flagranti · Lyss

Digital Art Director | 2021 – 2023
- Led creative direction and design quality for a team including junior designers and trainees — briefing, reviewing, and developing design talent alongside client delivery
- Built brand-consistent UI component libraries and design systems for client projects; ensured design integrity through close developer collaboration

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Liganova · Amsterdam

Jr. Art Director | 2018 – 2020
- Promoted from Graphic Designer to Jr. Art Director within a year based on design leadership and quality of output
- Worked at a high level of design seniority and independence — making autonomous creative decisions on international retail and luxury brand campaigns across multiple European markets
- Nearly 3 years based in Amsterdam: collaborating as an equal peer with experienced designers and Art Directors, exchanging ideas and giving design feedback at eye level in a multicultural, fast-paced team

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enigma · Bern

Graphic Designer (6-month traineeship → permanent position) | 2016 – 2018
- Responsible for brand identities, print products, digital websites, and integrated campaign design for Swiss clients
- Providing art direction and creative feedback to trainees
- Designed and executed political campaigns — managing complex multi-stakeholder requirements under tight deadlines

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Early Experience

Internship, ddcom (Zürich) | 2012 · Internship, Naef Architektur (Luzern) | 2010

EDUCATION

CAS Usability & User Experience | 2022–2023
Bachelor of Arts, Visual Communication · HGK Basel | 2012–2015
Propädeutikum · ZHdK Zürich | 2011
Matura · AKSA Aarau | 2006–2010

SKILLS

UX & Design: End-to-end UX Strategy, Usability Testing, WCAG Accessibility, Figma (Advanced), Adobe XD (Expert), Illustrator, Photoshop, InDesign, After Effects, Sketch

Consumer Product: B2C Product Ownership, Customer Journey Mapping, Conversion Optimisation, Data-informed Design, Roadmap Development

Leadership & Collaboration: Cross-functional team leadership, design reviews, stakeholder management across marketing, sales, editorial and senior leadership

Design Systems: Component Library Architecture, Atomic design, Design–Development Handoff, Accessibility Standards, Documentation

Agile & Tools: Scrum (Trello), Sprint Planning, Backlog Management, WordPress, HTML/CSS

LANGUAGES

German (Native) · Czech (Native) · English (Business Fluent) · French (Good) · Spanish (Good)