

CHRISTOPHER MENA

Creative Director · Design Engineer · Brand & Product Systems

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SUMMARY

Creative with 20+ years building brand and product systems — identity, campaign, and web — from film studios and hospitality to retail, consumer packaged goods, and founder-stage companies. Since 2024, shipping production design systems, admin portals, CMS, and source-grounded AI surfaces on Next.js, across an AI workspace, a clinical product cluster, and multi-brand commerce. Seeking a remote Design Engineer / Design Systems role where judgment counts.

CORE SKILLS

Brand & identity	Visual identity systems · Brand strategy · Naming & messaging · Brand guidelines · Logo systems · Multi-brand ecosystems
GTM & growth	Product launch strategy · Campaign & art direction · Digital marketing strategy · Pitch / presentation design · Brand storytelling
Product & systems	Design systems · UI/UX · Interaction · Design-to-code · Tokens · Dashboards / CMS · Commerce UX · Automations · Email & booking flows
Engineering	Next.js / React / TypeScript / Tailwind · shadcn/ui · Supabase · Shopify · Stripe · Vercel · Adobe CC · Motion (Framer Motion, D3, Three.js)
AI delivery	Cursor · Claude · Codex · Agentic design-to-code workflows · Image gen
Domains	AI / SaaS platforms · Early-stage tech · Family-office & PE tooling · Health tech · Consumer retail · Outdoor / tactical commerce

RECENT WORK (2024–2026)

Design Engineer / Product Design Lead — Elevation AI

2025–2026

Remote · [elevationai.com](#)

- ▶ Owned the platform design system (50+ components, tokens) and the surfaces: marketing site, dashboards, CMS, presentations, and AI workspace UI (Portfolio / Spaces / Hub / Knowledge / Flows / Agents).
- ▶ Shipped family-office / PE demo flows and deck systems on Next.js + TypeScript + Tailwind; owned visual system, IA, and front-end craft.
- ▶ Partnered on NestJS / Supabase orchestration for knowledge and portfolio workflows — design and product-surface ownership, not a sole backend claim.

Design Lead — The Adullam Company / Forest Outfitters ecosystem

2025–2026

Remote · [theadullamcompany.com](#) · Tribe · Hyde · Forest · Real Bigfoot

- ▶ Led brand/web systems for a multi-brand survivability platform and sister labels (Tribe Equipment, Hyde Hunting, Forest Outfitters, Real Bigfoot).
- ▶ Built Next.js marketing and catalog experiences with shared tokens/design system, Shopify-connected commerce, motion (D3/Three.js), and print-ready catalog tooling.
- ▶ Unified mission-led brand storytelling (“innovation that saves lives”) across tactical, hunting, outdoor, and lifestyle surfaces.

Design Engineer — Asif Ali, MD (American Heart Association board) / CENA Group digital products

2025–2026

Remote · [Physician site](#) · [CENA Research Institute](#) · [POTSDoc](#) · [Houston Cardiology](#) · [Lone Star AI MedTech Summit](#)

- ▶ Shipped a clinical product cluster: source-grounded physician chatbot, CENA Research Institute site + CMS, POTSDoc education and clinic CMS, Houston Cardiology admin portal, and Lone Star AI MedTech Summit.
- ▶ Owned UX, the shared design system, and the Next.js front across the suite; clinical copy stayed behind review gates.
- ▶ Built admin CMS, forms, booking/appointment flows, and content workflows for autonomic / POTS education and research operations.

Head of Design — TruNeura Cognitive Health

2024

Remote

- ▶ Led brand, UX/UI, and creative strategy for an AI-powered cognitive health SaaS with neurologist Dr. Kristine Burke; shipped App Store and Google Play launches.

Design & build — Resilient Relatives / Cahuilla Consortium (2025–2026). State of California grant-funded project; awarded to design and build the brand, design system, and Next.js resource hub for a Native-led MMIP initiative ([resilientrelatives.org](#)).

SELECTED EARLIER EXPERIENCE

Creative Director — Christopher Mena Designs (2022–2024). Brand systems and product design for tech, retail, hospitality; AI/SaaS including TruNeura and Elevation AI precursors.

Co-Founder & Creative Director — Tetra Studio (2021–2023). Branding and digital product for Handshake (dWeb), Kenetic, Disco Solaris, Mirage Protocol, Indigitus, Fidora, Valeo.

Creative Director — eOn Mist (2020). Named/branded first personal continuous-mist disinfectant; 15 national retailers + airports; 16M+ units sold.

Lead Creative Consultant (2016–2020). Vitalign (first nano-CBD CPG water brand), Nuvó Olive Oil, Honey 2.0, Performance Research; Tamba (Hawaiian surf); Cascade Yarns (national yarn-industry leader — brand refresh across major specialty retailers).

Creative Director — Aubío Life Sciences (2014–2016). Led by John Paul DeJoria (Paul Mitchell, Patrón Tequila); national retail launch.

Senior Designer — Harrah’s SoCal & Pechanga (2012–2016); Cahuilla Casino Hotel expansion. Award-winning hospitality brand systems.

Agency / early career (2006–2012). Firstborn® & Magnetic Creative (Warner Bros., Universal, Fox, P&G, Marvel, Vizio); Powerhouse Gyms global refresh; founded Simple Media at 16 — grew it into a Northern Nevada design studio serving regional industry.

SELECTED IMPACT

- Elevation AI: platform design system + brand site, dashboards, presentations, and product UI
- CENA clinical product cluster live (chatbot, institute CMS, POTSDoc, cardiology portal, summit)
- Adullam multi-brand web/commerce ecosystem live ([theadullamcompany.com](#) + sister brands)
- 16M+ eOn Mist units · brand/design supporting \$10M+ raised · 20+ companies branded · App Store launches

EDUCATION & LANGUAGES

Self-taught design practice since 2002 · English (fluent) · Spanish (fluent)

Portfolio: [cmenadesigns.com](#)

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References on request