

Bo Kristensen

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I solve the problem in front of us, *the problem underneath it*, and what comes next.

I gravitate toward hard, foundational product problems. I look beyond the immediate feature to the workflows, data, architecture, and systems underneath it, then design with enough flexibility that today's solution doesn't become tomorrow's constraint. I work across the business, from customers to executives, to understand the problem, shape the solution, build support for it, and help teams carry it through launch.

EXPERIENCE

Metaimpact

Feb 2024 - Present

Principal Product Designer

Sole product designer for a data-heavy SaaS platform, working across customers, leadership, GTM, product, engineering, and customer-facing teams.

- Rethought Metaimpact's product architecture around Hubs, Pages, Sections, and Blocks after identifying structural limitations that were constraining both the current product and what we could realistically do with AI. Created a composable foundation for richer workflows, reusable patterns, and future product growth.
- Designing human-in-the-loop AI-assisted creation, where agents can help customers build Hubs and Pages while larger tasks are broken into reviewable phases so users can catch mistakes, approve meaningful chunks, and stay in control before publishing.
- Design data-heavy systems around complex object relationships, metrics, existing APIs, and uneven legacy architecture, constantly weighing what we can ship now against what the platform needs to scale.
- Designed 15 net-new features and 34 significant product improvements in 2026 to date, while continuing to support smaller fixes and changes requiring design input.
- Use prototypes, including AI-assisted coded prototypes, to test interaction models, expose technical constraints earlier, and make ambitious ideas concrete enough for teams to challenge and build.
- Introduced product engagement measurement as a priority, helping establish utilization and WAU/MAU stickiness as product signals. The company subsequently sustained approximately 45%+ WAU/MAU stickiness.

Shutterstock

Feb 2021 - Dec 2023

Senior Manager, UX

Led UX across Shutterstock's early generative AI portfolio while staying directly involved in product direction, design, and ambiguous 0 → 1 work.

- Led UX across early generative AI products, including image generation, editing, image expansion, and 3D experiences.
- Designed around limitations that were still very real at the time, including inconsistent output quality, generation times around 30 seconds, expensive compute, and prompting that demanded too much expertise from everyday users.
- Worked on products tied to Shutterstock's strategic relationships with OpenAI and NVIDIA, exploring how immature technology could become useful creative tools before the technology itself was particularly good.
- Took over UX direction for a major product initiative after an external studio struggled to turn requirements into a cohesive product, helping shift the work from a set of functional pages into a workflow-oriented tool.
- Introduced cross-functional design sprints, then simplified the process over time to preserve the useful part: getting the right people together, solving the right problem, and moving faster.

Meredith Corporation

Nov 2015 - Feb 2021

Lead Product Designer

Designed products and scalable systems across brands including Martha Stewart, Better Homes & Gardens, People, Allrecipes, and Cozi.

- Helped shape Meredith's shared design system and white-label platform, balancing consistency and reuse with enough flexibility to support distinct brands at scale.
- Redesigned Martha Stewart's recipe experience around how people actually choose and cook recipes. After launch, events per user increased 158%, pages per session 58%, and mobile video starts 251%.
- Designed a research-led Better Homes & Gardens DIY experience that later became the shared DIY pattern across approximately 98% of Meredith's brand portfolio.
- Led product design for Cozi after its acquisition by Meredith, bringing fragmented web, iOS, iPad, and Android experiences onto a more consistent foundation while preserving useful platform-specific behavior.

mywedding.com

Aug 2014 - Nov 2015

Lead, Product Design

Acquired by Meredith Corporation.

- Started and grew the company's first design system after finding widespread fragmentation across the product, replacing one-off design and development with reusable foundations and components.
- Built adoption through actual product work, reusable patterns, and collaboration rather than treating governance as a rulebook people had to obey.

EARLIER EXPERIENCE

Merkle

Mar 2011 - Jul 2014

Art Director, Experience Design

- Designed digital products and experiences for internal teams and clients, including a configurable sales platform that contributed to new client wins and campaigns supporting contracts exceeding \$800K.

Baltimore Orioles (MLB)

Feb 2006 - Mar 2011

Design Lead

- Led and created digital, brand, promotional, uniform, and environmental design for the MLB franchise. Work received regional Gold and Silver ADDY awards and recognition.

EDUCATION

University of Nebraska at Omaha

1995 - 1998

Fine Art studies

CAPABILITIES

Product Strategy · Product Architecture · Systems Thinking · 0 → 1 Product Design · AI Product Design · Complex Workflows · Prototyping · Design Systems