



Chris Astles

Product Design Lead

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Product Design Lead who builds — including internal AI tools that increase team velocity. 9+ years in product design, 4+ in Web3. Currently shipping an AI-powered product solo. Open to early-stage teams where design drives the product.

Experience



Product Design Lead

[Thesis* ↗](#) • Aug 2025 - Present

Own end-to-end product design for Mezo Earn, the economic core of Thesis' BitcoinFi protocol. Designed locking, staking, and governance mechanics that powered pre-TGE growth. Implemented AI-driven workflows that increased team output and execution quality.



Product Design Lead

[Gelato Cloud ↗](#) • 2 years

Unified three products into a single platform now used by leading Ethereum L2s. Increased team velocity 4× and tripled testnet deployments through friction-reducing UX redesign.



Founding Designer

[Sorbet ↗](#) • 2 years

Built brand and product from 0→1 for a global stablecoin payments platform serving businesses across MENA. Shipped a scalable design system and onboarded thousands of businesses to facilitate cross-border payments.



Design Manager

ClubRare · 18 months

Built the NFT marketplace from the ground up — platform UX, brand identity, and go-to-market design. Onboarded hundreds of non-crypto-native brands into digital collectibles. Directed a Times Square launch campaign in NYC.



Product Design Lead

[Tokemak](#) ↗ · Contractor 6 months

Designed advanced liquidity and staking interfaces for Tokemak's DeFi protocol, including a Pro Mode for power users. Simplified complex capital allocation workflows to improve clarity and high-value participation.



Freelance Designer

Various · 10+ years

Delivered VIP aircraft interiors for Airbus and Boeing business jets alongside scalable digital products spanning e-commerce, sports tech, marine, and mobile platforms. Led end-to-end visual systems across high-precision and early-stage environments.



Independent project

Tralline · Jan 2026 - Present

Designed and engineered a full-stack AI-powered platform — solo. Built automated data pipelines, AI content generation, and interactive mapping infrastructure. 500+ records live and scaling.

Building with

Figma · React · Next.js · TypeScript · Supabase · Claude · Cursor · Vercel

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