

Charlie Cristo

Experience Design Leader | UX Strategy

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Experience design leader and UX strategist with more than a decade leading experience design work in healthcare and pharma, including launches, HCP and patient digital experiences, accessibility efforts, and cross-functional team leadership. Particularly strong in complex environments where the work is high stakes, the tradeoffs are real, and the challenge is not just improving the experience, but helping teams get clearer on what they're actually trying to solve. That increasingly includes figuring out where AI belongs, in how the team works, in the product itself, or both.

CORE AREAS

UX Strategy • Experience Direction • UX & Experience Audits • Experience Design Leadership • Accessibility & Usability • Cross-Functional Alignment • Discovery & Problem Definition

PROFESSIONAL EXPERIENCE

Charlie Cristo LLC

Experience Design Consultant

2026 – Present

Independent consulting across UX strategy, experience audits, discovery, and experience direction.

Current engagements include agency support, early-stage product thinking, and strategic UX guidance, usually where the work is still taking shape, the existing experience needs a clearer read, or the project has gotten complicated enough that someone needs to slow down and sort out what matters first.

FCBCURE | An IPG Health Company

VP, Director of Experience Design

Director, Experience Design

Associate Director, User Experience

Sr. User Experience Architect

Oct 2015 – Dec 2025

Led and grew the experience design practice over a 10-year progression from Sr. User Experience Architect to VP, Director of Experience Design, guiding a multidisciplinary team of 6+ designers and architects across healthcare and pharma client work.

The work ranged from brand launches and HCP and patient websites to interactive experiences, accessibility efforts, and the kind of cross-functional coordination that tends to come with complex client work.

Selected brands included Fasenra, MyQorzo, Fetroja, Zeposia, Sotyktu, Augtyro, Xofigo, Rezdiffra, Wainua, Hizentra, Venclyxto, and Edwards Lifesciences, among others.

Selected impact

- Led the digital experience across the MyQorzo launch through Day 0, Day 1, and milestone-driven website iterations, keeping the work responsive to shifting approval timing and stakeholder priorities without losing coherence across the launch.
- Led the UX and accessibility audit for the Fasenra HCP website, clarifying what was getting in the way of a more coherent experience and carrying those findings through into the final product, not just the brief.
- Led work on the Fetroja AMR Warrior experience, translating a complicated client vision into a live event experience that was brought back three years running.

- Led ways-of-working shifts that expanded digital responsibilities across additional client brands, bringing stronger platform fluency, vendor coordination, and experience direction into work that had previously sat outside the agency's scope.

Various Engagements

Freelance Digital Design & UX Consultant

2004 – 2015

Worked across a wide range of freelance agency engagements in NYC and NJ, contributing to websites, campaigns, interactive experiences, and other digital work across healthcare and broader categories.

Over time, the work evolved from digital design and art direction into UX architecture and experience-focused work.

Selected agency engagements included Ogilvy Healthworld, RevHealth, JUICE Pharma Worldwide, Area 23, DraftFCB Healthcare, Avenue A | Razorfish, Arc Worldwide, and others.

EDUCATION

St. John's University - B.S., Computer Science

New York University - Interactive Media certificate coursework