Christopher Luongo

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Head of UX / Experience Strategy Leader | eCommerce, Personalization & Product Innovation

Professional Summary

AI-focused product and experience strategist leveraging behavioral data, machine learning tools, and generative AI to drive product innovation and business insights. Experienced in translating complex user and business needs into product strategy, experimentation, digital experiences, and actionable roadmaps across enterprise and eCommerce platforms. Combines UX leadership with applied AI, analytics, and cross-functional delivery to identify opportunities, improve engagement, and bring new concepts from idea through execution.

Skills

Skills: UX Strategy, Product Design, A/B Testing, Data Analysis,, eCommerce Optimization, Personalization, User Research, Agile, SCRUM, Information Architecture, Prototyping, Stakeholder Management, Customer Experience, Behavioral Analysis, Data Analysis, Vendor Management, UX Research

Education

Thomas Edison State College
Bachelor of Arts (BA), Studio Art in Design

Montclair State University
Master of Fine Arts (MFA), Studio Art, Experimental Interfaces and User Experience

Professional Experience

SurferIQ LLC **May 2026 - Present**
Founder, Product & AI Strategy *Fair Haven, NJ, USA*

- Founded and developing an AI-powered platform that analyzes surfing video to provide personalized performance assessment and coaching insights.
- Defined product vision, MVP roadmap, user journeys, feature requirements, and evaluation framework from concept through prototype.
- Designed AI workflows combining computer vision, structured performance data, and generative AI to translate video analysis into actionable user feedback.
- Leading end-to-end product development across UX, prototyping, AI experimentation, technical implementation, analytics, and user testing.

Self Employed **October 2025 - Present**
AI Data & Insights Consultant (Independent / Freelance) *Remote*

- Built social data pipelines (TikTok, Instagram, Reddit) to analyze engagement and behavioral trends
- Identified merchandising and marketing opportunities through sentiment and performance analysis
- Created AI-powered dashboards translating social data into actionable business insights
- Developed frameworks for trend detection, segmentation, and forecasting
- Delivered executive-ready presentations for ecommerce and entertainment clients

Verizon Communications **December 2024 - February 2026**
Senior Experience Strategy *Basking Ridge, NJ*

- Led conversion-focused UX strategy across web and eCommerce experiences
- Drove A/B testing and analytics-based optimization to improve engagement and conversion
- Developed promotional and placement strategies increasing product visibility and sales
- Led cross-functional initiatives across product, engineering, and brand teams
- Applied AI-assisted insights to identify optimization opportunities and improve performance

- Managed agency partners, workflows, and large-scale execution

Estee Lauder **February 2022 - November 2024**
Senior Manager of UX *New York, NY*
- Led UX across chat, BOPIS, appointment booking, and store locator experiences
- Increased online booking by 50% within 6 months through UX improvements
- Scaled chat experience across 75% of global brand portfolio
- Conducted research and A/B testing improving engagement by 30%
- Led global UX research and heuristic analysis for eCommerce platforms
- Partnered with cross-functional teams to improve product and customer experience

Salesforce **July 2019 - January 2022**
Senior UX Architect *New York, NY*
- Led journey mapping and research to inform enterprise product decisions
- Delivered UX concepts and prototypes for Fortune 500 clients
- Facilitated cross-functional workshops and stakeholder alignment
- Streamlined three systems into one workflow, reducing process time by 30%
- Conducted generative research that drove product improvements

Capgemini **January 2019 - April 2019**
Director of UX *New York, NY*
- Led UX strategy for commerce and mobile initiatives across client engagements
- Managed UX designers and client relationships across multiple accounts
- Delivered site and commerce assessments that converted into long-term retainers
- Developed experience strategies improving conversion and visibility

Oracle **April 2015 - January 2019**
Senior Principle User Experience Designer *New York, NY*
- Led UX and content strategy for CX Cloud Innovation Lab initiatives
- Designed information architecture and product strategy for enterprise platforms
- Managed global teams and vendors in Agile environments
- Drove lifecycle development for a new eCommerce cloud platform
- Created product demos and storytelling frameworks supporting enterprise sales

L'Oréal **April 2013 - April 2015**
Manager of Technology *Clark, NJ and New York, NY*
- Led UX strategy for mobile and native applications across beauty brands
- Created one of the first real-time facial mapping makeup try-on apps (Makeup Genius)
- Conducted ethnographic research to guide rapid product iteration
- Partnered with product and engineering teams to bring AR innovation to market
- Mentored designers and built an internal internship pipeline

Accenture Digital, Verizon Wireless **May 2003 - April 2013**
Additional Experience *New York, NY, USA*
- (Full details available upon request)

Awards

- RIS Mobile App of the Year: Tommy Hilfiger iPhone
- Racie Award: Tommy Hilfiger iPhone App
- Marie Claire Prix d'Excellence Beauty Awards: L'Oreal Makeup Genius

Patents

Systems and methods for measuring and categorizing colors and spectra of surfaces WO 2015040110 A1
Link to full patent https://www.google.com/patents/WO2015040110A1