



KURT HINZ

SENIOR PRODUCT DESIGNER

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EXPERIENCE

SUMMARY

With over 22 years of experience as a design professional, I've spent the last six years leading multi-disciplinary creative teams, designing digital product experiences, and brand marketing services in Seattle. During that time my passion for story-telling and designing quality experiences has helped me deliver intuitive and inspiring solutions for my clients.

My focus and passion is around designing the best quality products that help clients buoy up their brand, product, service, idea, or dream.

SKILLS

- Creative conceiving & execution
- End-to-end understanding of UI & UX product design processes
- Atomic Design methodology
- Interface design system creation
- HIG & Material Design fluency
- UX artifact creation & reporting
- Leading & mentoring teams
- Scoping & estimating projects
- Client relations & presenting work
- Waterfall & agile work environments
- Project management in Asana, JIRA, Trello, and ClickUp
- Veteran knowledge of Adobe CC
- Advanced level in Sketch, Invision, and Figma
- Digital marketing campaign strategy
- Brand creation & re-invention

EDUCATION

ASSOCIATE OF ARTS, DESIGN
Western Tech College - 1999

CURRENT **FREELANCE LEAD PRODUCT DESIGNER** Seattle, WA

I provide a variety of design services and executions which includes but not limited to: marketing, branding, brand strategy, advertising, web design, prototyping, video production, user experience studies, and SaaS UI design.

2015 - 2020 **DESIGN DIRECTOR** Mentor Creative Group, Seattle, WA

- Successfully supported, pitched, and sold work that resulted in \$2MM+ of revenue for clients including Eddie Bauer, Starbucks, Fred Hutch, T-Mobile, Care Oregon and Leafly.
- Led the creative process for a variety of user experience and interaction design projects including Native Android, and iOS, React Native, responsive web, and SaaS products. Business verticals ranged from E-commerce, Display advertising, Branding, Marketing, Self-service, and eLearning.
- Facilitated and guided user experience activities including content auditing, heuristic assessments, competitive analysis, user discovery, information architecture, wire flow strategy, and prototyping.
- Led the design and launch of a new design system for mobile and responsive web for eddiebauer.com.
- Hired and mentored teams of designers to execute on time and budget sensitive projects with maximum design appeal.
- Provided regular design reviews and walk-throughs for clients that helped them successfully interpret complex concepts with little context.
- Performed internal design process audits and hosted internal training labs that resulted in 50% reduction in pass-off time from design and prototyping to development.

2011 - 2015 **SR. VISUAL DESIGNER** Amazon, Seattle, WA

- Designed and built an array of digital ad campaigns across multiple platforms including for mobile, Fire tablet, Kindle elnk and desktop. I led the design for Bose, LG, Sony, Bissell, and Nikon campaigns. Here I established the design strategy and scalable design patterns to accommodate +50 different placement dimensions.
- Established internal style guides and processes to streamline design efficiency. Guides contributed to a 30% reduction in QA preflight bugs. These process improvements were then integrated into the onboarding experience for new designers.
- Produced successful semi-custom landing page experiences for Fire Tablet that required accurate representation of the advertiser's brand while still meeting the high design bar as set by Amazon.
- Provided art direction and training for ad design on Kindle and Fire tablet, and was the subject matter expert for Kindle elnk UI and UX.

2005 - 2011 **SR. VISUAL DESIGNER** Bonestroo, Minneapolis, MN

Headed in-house design department for creative materials and support graphics at a \$43M engineering and planning firm. Produced and coordinated advertising, marketing collateral, industry design materials, trade show display campaigns. I also trained and managed a support staff of six, estimated work, and maintained design budgets.