KARL USCHOLD
Product Designer

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SUMMARY

Curious and analytical product designer adept in user empathy, graphic design, and client presentations. Enthusiasm about problem framing, creative problem solving, and increasing efficiency. Passionate about understanding challenges and the people facing them. Balancing solutions between business goals and customer needs. Excited to face new challenges in collaborative environments. Self directed in time management, learning, and sharing knowledge with others.

SKILLS

UX/UI: A/B testing, prototyping, interviewing, public speaking, UI design, style guide development, illustration, conversational in CSS, HTML, JavaScript

Technical: Adobe XD, Figma, InVision, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Webflow, SolidWorks, SketchUp, photography, videography

CURRENT ROLE

Product Designer (**Industrial**) | **Covercraft Inc.**   **Denver, CO | 2014-present**

• Expanded companies product portfolio through research and development. • Managing, empowering, and brainstorming with multidisciplinary teams. • Ensure quality is consistent through curation and maintenance of design library including technical documentation, prototypes, material samples and other artifacts. • Train and mentor new hires on design techniques, work processes, and design trends. • Provide clarity, constructive feedback, and support to production, customer service, and marketing teams.
Key Accomplishments: • Reduced waste and increased efficiency by 25% by standardizing production documentation and establishing brand standards. • Initiated review of customer experience touch points. • Influential in improving interpersonal communication and confident relationships by connecting teams through open communication of needs and pain points using Design thinking methods.

RELEVANT EXPERIENCE

Graphic Designer | Consultant   **Denver, CO / Rochester, NY | 2011-Present**

• Enable B2B and B2C clients to share their products with customers through the use of creativity, color, fonts, graphics, and photography in physical and digital design solutions. • Design style guides, websites, catalogs, advertisements, and information visualization. • Create illustrations, icons, brand and marketing assets, and logos.

User Experience Design Consultant | Scannx Inc.   **Denver, CO / Rochester, NY | 2012-2016**

• Expanded market reach 300% by refactoring user interfaces for private label partners. • Enabled improved usability through heuristic evaluations and annotations, and suggested user experience enhancements to legacy systems. • Developed visual language and visual design system, color palette, digital asset creation, icons, and other deliverables based on product requirements. • Created style guides, illustrations, and design specifications based on technical constraints • Facilitated design implementation and QA through requirements gathering and redlining for developers.

UI Graphic Design Contractor | P.R.I.D.E. Marketing   **Denver, CO | 2012**

• Improved market reach through CSS and HTML styling for 24+ client websites in Agile environment.

UI Graphic Design Contractor | Xerox   **Webster, NY | 2011**

• Facilitated feature applications improvements through elaboration of user workflows, high quality sketches, and screen mock-ups. • Brought enterprise software to market through creation of UI graphics and SVG icons. • Communicating design comps and other artifacts to product management, developers, researchers through regular scrum meetings.

PROJECTS

Roasty Ghost Coffee virtual storefront | View mobile prototype in Figma: http://bit.ly/3ctgR9F
Summary: Defined and designed web-based storefront for local coffee roaster start-up using strategic thinking, prospective customer feedback, and field studies with a focus on simplicity in user flows. Used customer research to inform product visioning and UX Research methodologies to find user groups. *Roles:* Competitive analysis, product design, A/B testing, interaction design, asset creation, prototype mockups, design strategy, style guide, redlining for engineers. *Tools:* Figma, Miro, Trello, Maze, Adobe Illustrator

Camp-O-Rama Mobile App | View Medium-Fidelity Prototype in Adobe XD: http://adobe.ly/3tiUv1E
Summary: Improved usability of website to retain and increase volunteers at non-profit organization using quantitative and qualitative research. *Roles:* User testing, WCAG analysis, UX Architect, user journey maps, flow charts, survey creation, redlines, screen mockups. *Tools:* Figma, Google Docs, Sheets, and Forms, Miro, Adobe Illustrator, Chrome DevTools

Urban Peak Site Improvement | View prototype in Figma: http://bit.ly/3rMlvWD
Summary: Improved usability of website to retain and increase volunteers at non-profit organization using qualitative and quantitative research | *Roles:* User testing, Research strategy, UX Architect, user journey maps, flow charts, survey creation, redlines, screen mockups. | *Tools:* Figma, Google Docs, Sheets, and Forms, Miro, Adobe Illustrator, Chrome DevTools

ADDITIONAL EXPERIENCE

Professional Photographer	**Denver, CO / Rochester, NY / Philadelphia, PA	2003-present**
Customer service team lead in telecom industry	**Rochester, NY	6 years**
Cinematographer/editor at film and broadcast industries	**Rochester, NY / Philadelphia, PA	3 years**

EDUCATION

UXUI Bootcamp Certificate: University of Denver, Denver, CO — Graduated March 2021
Intensive 24-week-long boot camp dedicated to UX and UI processes and practices. Skills learned included planning and conducting user-centric design research, interviews, and testing; information architecture; wireframing; visual prototyping; style guides; and developer hand-off. Tools employed: Figma, Adobe XD, Miro, Trello, and InVision.

AAS Graphic Design and Printing: Monroe Community College, Rochester, NY
Courses covered sketching, typography, layout, color theory, presentation and critique. Tools learned: Adobe InDesign, Illustrator, and Photoshop.

BFA TV and Film Production: DeSales University, Coopersburg, PA
Experience gained in story-boarding, production planning, direction, cinematography, studio and location lighting, and non-linear editing. Skills acquired in Adobe Premiere, Final Cut Pro, Avid, digital video, still and motion photography.

ADDITIONAL ACCOMPLISHMENTS

Organizer and ride leader
Denver Bicycle Crew, 2017-present

AIGA CO Executive board member
Multiple roles, 2012-2019

Published Photographer
Diverse range of publications

Exhibiting Photographic Artist
Bethlehem House Gallery

Designer and Mechanic
Bikes Together, Denver 2012-2015

Rep. of the Year Award
PAETEC Customer Care Team

'Best Cinematography'
48 Hour Film Project '04

Eagle Scout Rank
Boy Scouts of America