

# KOLSVEIN HAINZ

DIGITAL PRODUCT DESIGNER + USER EXPERIENCE INSTRUCTOR

## EXPERIENCE

SENIOR INTERACTION DESIGNER, DEVBRIDGE GROUP 2014 - 2015

Served as lead UX designer for key clients including Grainger, McDonald's and Mercantil Commercebank

Helped establish a deliverable-agnostic, rapid prototyping-centric lean UX process

Worked with product managers to gather requirements and define product strategy

Defined scope, methods and success metrics for all user testing initiatives

Helped implement a dual-track Scrum process

Lead adoption of modern design tools: Sketch, InVision, Framer.js

Organized multiple UX events and served as an advocate for Devbridge in the design community

Implemented and organized internal education initiatives—regular design team workshops and company-wide lunch and learn session

USER EXPERIENCE INSTRUCTOR, GENERAL ASSEMBLY 2014 - present

Instruct adult students looking to change careers or improve their knowledge of user experience and digital product design

Teach workshops and part-time courses on user experience fundamentals, user research, usability principles, design methods and design software

USER EXPERIENCE CONSULTANT, CLARITY CONSULTING 2012 - 2014

Worked collaboratively with developers to build the official Twitter app for Windows Phone

Helped design a responsive project management app for Mondelēz International

Created concept apps and business development proposals for Walmart and Pandora

INTERACTIVE ART DIRECTOR, DIGITAL AISLE 2010 - 2012

Managed team of three UI/UX designers

Designed touchscreen apps for Fortune 500 clients including L'Oréal and Starbucks

Analyzed consumer research, user workshops, personas and shopper segmentation

Worked directly with clients and partner agencies to determine shopper marketing goals

Lead client marketing and content strategy development

Initiated a UX-driven design process emphasizing rapid prototyping and user testing

## SKILLS

### EXPERTISE

#### Software

Axure, Sketch, InVision

Adobe Illustrator, Photoshop, InDesign

#### Programming and development

HTML, CSS

#### Disciplines

User Experience, Interaction Design, Information Architecture, Consumer Behavior, Shopper Marketing

### FAMILIARITIES

#### Software

Adobe Premiere Pro, Adobe Edge, Adobe After Effects

#### Programming and development

JavaScript, PHP

## REFERENCES

#### Adomas Tautkus

Creative Director - Devbridge Group  
312.646.9640  
adomas@devbridge.com

#### Staci Black

Product Owner - Devbridge Group  
615.415.6602  
staciblack@gmail.com