Pierce **Gohlke**

UX & Visual Design // Cincinnati, OH

pierce.gohlke@gmail.com
(937) 266-4877
piercegohlke.com

EXPERIENCE

HOMEE · Cincinnati, OH
DIGITAL PRODUCT DESIGNER | 2/2020–1/2021
- Led user research, group brainstorming, and user testing with prototypes to validate multiple large feature roll-outs for HOMEE's mobile app and SaaS platform.
- Responsible for managing HOMEE's design system, including auditing for accessibility, creating new components, and moving the system from Sketch to Figma.
- Collaborated with developers to update existing flows with modern user experience patterns.
- Led design and research as part of a small internal squad focused on improving outside partner experiences with HOMEE's SaaS platform.

Loft LLC. · Providence, RI & Seattle, WA
INDUSTRIAL DESIGN INTERN 2017 & JUNIOR INDUSTRIAL DESIGNER | 7/2018–3/2019
- Concepted, implemented, and maintained Loft LLCs portfolio website.
- Edited and revised FDA compliant research documentation for a medical device.
- Led competitive research assessments to help clients understand their market .
- Presented digital deliverables and collaborated with UX, Visual Design, Dev teams.
- Delivered unique 3D solutions for client feedback, testing, and manufacturing.
- Interviewed potential interns and made hiring recommendations.
- Developed packaging designs for wearable tech devices.

Tomy International · Oak Brook, IL
INDUSTRIAL DESIGN INTERN | 5/2016–9/2016
- Worked on the Boys toy team developing concepts for brand name IPs including: Pokemon, Sonic the Hedgehog, Lightseekers, and others.
- Created illustrations, sketches, and technical spec sheets to aid in the manufacturing process
- Participated in market research and the development of new product spaces.

PROJECTS

Rogers Home for Sober Living
WEB DESIGNER | 7/2018–Present
- Created a new brand identity and logo to use on print and digital media.
- Worked with Rogers Home staff to create and maintain their website resulting in an increase in clients attending Rogers Home's program.

Alter Titan
UX/UI DESIGNER | 8/2019–10/2019
- Helped create over 200 screen mobile app from beginning to end including: System Architecture, Wireframes, Information Architecture, visual design, and dev hand-off documents.

EDUCATION

University of Cincinnati | BS, Industrial Design
- Participated in a five year professional practice program that alternated semesters of college study with work experience in the field of design
- Graduated May 2018, Cum Laude

SKILLS

Sketch, Principle, InVision Studio, Adobe XD, Figma, Protopie, Illustrator, Photoshop, Indesign, brand identity, wireframing, user personas, user journeys, storyboarding, user surveys, information architecture, Webflow, Windows, Mac OS, Word, Powerpoint, Excel, Rhino 3d, Keyshot.