

KARL USCHOLD / UX Designer

720.583.5275 | karl@karluschold.com | Denver, CO 80223 |

Portfolio: karluscholdux.com | LinkedIn: [linkedin.com/in/karl-uschold/](https://www.linkedin.com/in/karl-uschold/)

SUMMARY

Curious and analytical product designer adept in graphic design, user empathy, and client presentations. Enthusiasm about problem framing, creative problem solving, and increasing efficiency. Motivated to understand big picture services, systems, and people. Balancing solutions between business goals and consumer's needs. Excited to face new challenges in collaborative environments. Self directed in time management, learning, and sharing technology 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 Creative Suite (Illustrator, Photoshop, InDesign), Webflow, SolidWorks, SketchUp, photography, videography

CURRENT ROLE

Product Designer (Industrial) | Covercraft — Denver, CO | 2014-present

- Expanded companies product portfolio through research and development.
- Lead, empower, and brainstorm with multidisciplinary teams.
- Ensure quality is consistent through curation and maintenance of design library including documentation, prototypes, material samples and other artifacts.
- Train and mentor to 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 verbal communication and trusting 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.

UX Design Consulting | 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.
- 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 through requirements gathering and redlining for developers.

User Interface 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

Purchasing Improvement Project | Covercraft

Summary: Developed solutions to improve accurate selection of products based on collection and analysis of returned order data.

Roles: Collected and analyzed data, defined problem and proposed solutions, presented solutions to stakeholders and negotiated viable next steps. Created new graphics. Partner with marketing team to test and apply solutions.

Tools: Adobe Illustrator, Figma, Excel

Roasty Ghost Coffee virtual storefront | View clickable prototype in Figma: <http://bit.ly/3ctgR9F>

Summary: Defined and designed digital ecommerce point of sale for local coffee roaster start-up using strategic thinking, customer feedback, and field studies with a focus on simplicity in user flows. Facilitating customer research to inform product visioning and UX Research methodologies to find target audience groups.

Roles: Competitive analysis, product design, A/B testing, interaction design, asset creation, prototype mockups, design strategy, style guide, redlining

Tools: Figma, Miro, Trello, Maze, Adobe Illustrator

Camp-O-Rama Mobile App | View medium-fidelity prototype in XD: <http://adobe.ly/3tiUv1E>

Summary: Through iterative design methods, user studies, and collaboration with team, developed data-driven, multi-feature digital applications for Android and iOS to help small and large groups plan efficient and eco-friendly outdoor trips.

Roles: User Experience design, user stories, wireframing, competitive analysis, usability testing, rapid prototyping development.

Tools: Adobe XD, Adobe Creative Suite, Figma, Google Docs, Google Forms, Google Sheets, InVision, Miro

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 quantitative and qualitative data to redesign information architecture in responsive design solution.

Roles: User testing and recruiting, WCAG analysis, UX Architect, user journey maps, flow charts, questionnaires and surveys creation, redlines, screen mockups.

Tools: Figma, Google Docs, Sheets, and Forms, Miro, Adobe Illustrator, Chrome DevTools

Brand and Production Standards | Covercraft

Summary: Researched and designed standardized production documentation based on tribal-knowledge of over 4000+ products.

Roles: User interviews with non-English speakers, page layouts, writing, illustrations, and icons.

Tools: Adobe InDesign, Adobe Illustrator, Adobe Photoshop

ADDITIONAL EXPERIENCE

Professional Photographer | Independant — Denver, CO / Rochester, NY / Philadelphia, PA | 2001-present

Customer evangelist team lead in telecom — Rochester, NY | 6 years

Cinematographer in film and broadcast — 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 Human Factors philosophy, processes, and practices. Skills learned included planning and conducting user centered design research, interviews, analytics, and testing; information architectures; wireframing; visual prototyping; design patterns, style guides; Understanding mental models, and engineering 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 storytelling, 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 / ride leader**
Denver Bicycle Crew, 2017-present
- **AIGA CO Executive board**
Multiple roles, 2012-2019
- **Published Photographer**
Diverse range of publications
- **Exhibiting Photographic Artist**
Bethlehem House Gallery
- **Designer / Mechanic**
Bikes Together, Denver 2012-2015
- **'Rep. of the Year'**
PAETEC Customer Care Team
- **'Best Cinematography (Animation)'**
Philadelphia 48 Hour Film Project '04
- **Eagle Scout Rank**
Boy Scouts of America