

Curtis Winiesdorffer

PRODUCT DESIGNER

heycurtis.design
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540.903.4413

EXPERIENCE

Reingold, Inc., Alexandria, VA – *User Experience Designer*

JULY 2020–PRESENT

Applied design and writing skills to uncover and address usability and content strategy challenges. Led user research efforts and presented findings and designs to clients. Led design for several health care projects, including a crisis line website and clinician-facing text bot. Facilitated team workshops and developed ideation strategies to improve firm-wide creative capabilities.

Clients: U.S. Department of Veterans Affairs, U.S. Census Bureau, St. Jude

Senior Communications Associate

JAN. 2018–JULY 2020

Wrote blogs, scripts, and marketing content. Directed and produced animated and live video projects for large health care organization, managing a small team of designers and animators. Led content and CMS updates during development and launch of a web app used by hundreds of NFL players. Collaborated with creative leadership to establish new internal brand guidelines.

Clients: NFL Football Operations, VA Department of Health, U.S. Census Bureau

Communications Intern

SEPT. 2017–JAN. 2018

Wrote blogs, scripts, and marketing content for private and public sector clients.

Clients: U.S. Department of Veterans Affairs

Freelance Videographer, Washington, D.C. area

AUG. 2013–OCT. 2016

Filmed, edited, and served as on-set production assistant for the production of live events, concerts, corporate events, narrative and documentary projects.

Knifecenter, Fredericksburg, VA – *Digital Media Specialist*

JAN. 2015–JUNE 2015

Wrote and produced +75 product review videos & blog posts. Led strategy and execution for digital marketing campaigns. Increased social media engagement by +15% across all platforms, and increased Instagram followers by +50%.

EDUCATION

VCU Brandcenter

M.S. Business and Branding, Experience Design Track

MAY 2021 (EXPECTED)

James Madison University

B.A. Media Arts & Design, Creative Writing

AUG 2013

SKILLS

UX Design
Visual Design
Design Thinking
User Research and Testing
Interaction Design
Motion Design
Prototyping
Product Strategy
Copywriting

TOOLS

Figma
Sketch
Invision
Principle
ProtoPie
After Effects
Illustrator
Pen and Paper

ON THE SIDE

Travel
Spoken word poetry
Short films
Crossword puzzles
Coffee shops
Minimalism