

# Curtis Winiesdorffer

PRODUCT DESIGNER

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540.903.4413

## EXPERIENCE

### **User Experience Designer** – Reingold, Inc.

JULY 2020–PRESENT

Applied design and strategy skills to uncover and address usability and content challenges. Led user research and design efforts, including a crisis line website redesign and a chat bot for clinicians. Presented designs to internal and external stakeholders. Facilitated brainstorm workshops and implemented new ideation strategies to improve firm-wide collaboration.

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

### **Senior Communications Associate** – Reingold, Inc.

JAN. 2018–JULY 2020

Provided creative writing, strategy, and video production support for digital campaigns. Led video projects for a large health care client, managing a small team of designers and animators. Led content strategy during development and launch of a web app for the NFL. Collaborated with creative leadership to establish new company brand guidelines.

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

### **Communications Intern** – Reingold, Inc.

SEPT. 2017–JAN. 2018

Provided creative writing, strategy, and video production support for digital campaigns. Wrote blogs, scripts, and marketing content.

Clients: U.S. Department of Veterans Affairs

### **Freelance Videographer** — Washington, D.C. area

AUG. 2013–OCT. 2016

Filmed, edited, and acted as on-set support during the production of live events, concerts, corporate events, narrative and documentary projects.

### **Digital Media Specialist** — Knifecenter

JAN. 2015–JUNE 2015

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

## EDUCATION

### **VCU Brandcenter**

M.S. Business and Branding  
Experience Design Track  
MAY 2021

### **James Madison University**

B.A. Media Arts & Design  
Minor: Creative Writing  
AUG 2013

## SKILLS

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

## TOOLS

Figma  
Sketch  
Invision  
Principle  
ProtoPie  
Adobe CC