

# Brad Lutjens

## UX / UI Designer

I bring over 10 years of previous design experience in industrial and graphic design. I have worked across a variety of different industries including retail store environments, luxury brand packaging, healthcare and consumer product. I am currently transitioning into digital product and UX/UI as I translate my core ability to iterate forward design solutions to user and business problems.

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## Work Experience

### Freelance UX / UI Designer

March 2021 - April 2021

Worked remotely for a single project with small software development company Magic Button Labs with another UX designer / developer.

- Worked with another designer to build a responsive web app home screen for a branded pitch and marketing tool. I was responsible for translating the company branding into a small design system UI kit in Figma with components and responsive elements.

### Freelance Industrial / Graphic Designer

January 2015 - Present

Work remotely primarily with x2 companies (Pacteam Group and Metaline Inc.) as a designer on contract basis in packaging and retail point of purchase displays. I have also done 3d and 2d design work in healthcare, consumer electronics, computer peripherals and the outdoor industry. Over x100 projects shipped.

- Collaborated with a consumer products consulting firm and internal engineering team at Kodak Alaris on designing a set of document scanners. I was responsible for iterating both designs via sketches and prototype CAD models from concept to manufacture and ensuring usability. The scanners were part of a larger line that won the BLI scanner line of the year, x2 years in a row.
- Collaborated with x2 project managers to design and build a tradeshow booth for jewelry brand Jude Frances. I was responsible for creating multiple layout floorplan designs via 3d CAD renderings to ensure the best possible solution was reached via an iterative design process. With a tight deadline and a small footprint to work with, a warm, inviting space was successfully designed and installed that met all of the clients usability criteria and was on budget.
- Built, a presentation design system kit in Figma for healthcare / contact tracing startup AM LLC. Working with the COO, and x2 others, we worked together to create a flexible, visual storytelling system that allowed for all employees to build out their own presentations using a set of common visual components. The system was successfully put into action, with the first use case being a pitch presentation to the governor of Pennsylvania's office.

## Skills

### HARD:

- Quantitative research methods: A/B testing, card sorting, surveys
- Qualitative research methods: interviews, user testing, surveys
- Interactive prototypes
- User testing
- UI style guides
- Wireframes
- Visual design
- Information architecture: site maps, flow maps, journey maps
- Storyboarding
- 3d modeling / rendering

### TOOLS:

- Figma
- Sketch
- Photoshop
- Illustrator
- G Suite
- Evernote
- Blender (3d modeling / rendering)
- Keyshot (3d rendering)

## Education

BFA Industrial Design  
Rochester Institute of Technology

## Certifications

UI / UX Immersion Program  
(10 months) CareerFoundry

## Sr. Industrial Designer

September 2012 - December 2014

### Pacteam America - Paramus, NJ

Small office of around x15 people, part of a larger global network; Pacteam Group headquartered in Switzerland. Pacteam America is a design / manufacturing and logistics firm catering to the luxury jewelry and watch industries and produces packaging, retail store interior fixtures and environments, and POP displays.

- Was a lead designer working with multidisciplinary teams on over x300 projects in the luxury goods space that included packaging, point of purchase displays, retail store fixtures / interiors, and trade show booths. In the x4 years I was at the company our overall sales increased by 75%
- Streamlined a technical document workflow hand-off with engineering colleagues off-site in China. By implementing a system that allowed for the addition of 3d data to be included in the design handoff, it reduced the amount of work and time I had to put in to each technical document by about 25%.
- Research and design iteration via sketching and CAD prototypes development helped win a multi-vendor bid to produce and manufacture a retail display and packaging program for Ferrari branded watches. The initial PO brought in over \$750,000 profit and was an ongoing account for years to come generating millions more in revenue.

## UX/UI Projects

### Savr (Responsive: Recipes)

March 2021 - May 2021

Mobile first responsive site design with focus on user research for a recipe saving, meal planning and grocery shopping list app.

- Conducted UX research via interviews and SWOT business analysis that were used to create an MVP and corresponding jobs to be done. Sketches and wireframes were built with x2 rounds of testing leading to 75% of testers more easily able to complete tasks.

### Syen Watches (Responsive: eCommerce)

March 2021 - May 2021

Mobile first eCommerce interface and early phase responsive site design, to optimize product browsing and checkout interactions.

- UX research into eCommerce via asking experts, SWOT and secondary pew research was done leading to sketches and wireframes tested over x2 rounds in order to test checkout flows and browse navigation. 100% of test users able to complete purchase.

### Cryptych (iOS / Android Native Apps)

February 2021 - May 2021

iOS and Android native app prototype creation and interaction design testing to optimize user flows for an app that tracks crypto assets across multiple wallets.

- UX research into crypto space pain points, branding and Apple / Google native app design guidelines lead to building wireframes for the development of Apple / Material native apps. x2 rounds of testing lead to 100% of testers navigating core flows.

## Additional Activities

Climbed Mt. Kilimanjaro on a fundraising trip to Tanzania / Kenya with a non-profit called The Adventure Project. Part of a three person climbing team that raised over \$15,000 for a program to help economically empower farmers and their families in Kenya's rift valley with the goal of providing affordable irrigation pumps.

## Clients Worked With

- Citizen Watch
- LVMH
- Scuderia Ferrari
- Kodak Alaris
- Adidas
- Shinola
- MVMT
- Quiksilver
- Seiko
- Harry Winston
- Tommy Hilfiger
- Casio Watch
- Movado
- Sierra Designs
- PNY Technologies