

KURT LUDWIG

Senior Art Director
& Full-Stack Designer
San Francisco Bay Area
kurt@kurtludwigdesign.com
www.kurtludwigdesign.com

WORK EXPERIENCE**Kurt Ludwig Design, *Small Agency***

San Francisco Bay Area

Principal, Director, Designer

Freelance Art Director & Designer

- Managing business aspects, freelance design employees, print vendors, and third-party developers while creating communications for clients.
- Client and freelance work focused on branding campaigns, websites, and apps.
- Maintained profitable revenue every year since inception.
- Designed and organized systems for business efficiency.

June 2003–Present

Select Clients:

ABC-CLIO, *Education Technology*

Adaptive Curriculum, *Education Technology*

Cisco Systems, *Education Technology, Fortune 100*

Face Reality, *Skin Care Products*

GenPlay Games, *Computer Games*

Herbert Engineering Corp., *Marine Engineering*

Hewlett-Packard, *Education Technology, Fortune 100*

Houghton Mifflin Harcourt, *Education Technology*

Meyer Sound, *Electronic Manufacturing*

Pearson Foundation, *Education Technology*

SOMA Magazine, *Fashion Publication*

Teachers' Curriculum Institute, *Education Technology*

UC Berkeley, *Higher Education*

VentureBeat, *Technology Publication*

YouSendIt, *Internet Technology*

Select Clients with Freelance Employers:

AMD, *Semiconductors, Fortune 500*, with Bite Communications

Astellas Pharma, *Pharmaceuticals, Global 500*, with Kane & Finkel

AXA Rosenberg, *Financial Services, Global 100*, with Formative

Aradigm, *Pharmaceuticals*, with Casper Design Group

Mission Hill Winery, *Winery*, with M Space

Wells Fargo, *Financial Services, Fortune 100*, with Design One

Favorite Medium, *Small Agency*

Oakland, CA, *Partial Telecommuting & Mostly Telecommuting*

Interactive Product & Lead Web Designer, *3 Contracts*

- Helped design and produce an Android and iOS mobile app. Followed Material Design and iOS Human Interface Guidelines where applicable. Created or updated 295 UI screens with specs and annotations for developers overseas. Provided assets for eight separate screen resolutions. Updated sitemaps ongoing.
- Designed and produced a 40-page, responsive, style-guide website for the client's suite of mobile products. Provided copy writing, copy editing, and QA.
- Designed carousels, pages, and banner ads for the client's responsive, marketing websites that would support multiple countries and languages, and promote their new mobile app. Communicated directly with the client. Provided QA.

March 2016–June 2016 & May 2017–December 2017, *12 Months*

Client:

Abbott Laboratories, *Healthcare Technology, Fortune 100*

Responsive Path, *Small Agency*

San Francisco, CA, *Partial Telecommuting*

UX Designer, *Contract*

- Designed 50 responsive wireframes and 80 responsive visual prototypes in an agile team environment for an international, e-commerce, and multi-level marketing website.
- Lead QA for an interactive style guide.
- Organized project lists to keep team on-track and production on-going.

August 2014–March 2015, *8 Months*

Client:

Nerium International, *Skin Care Products*

PatientKey, *Healthcare Technology, Startup*

Mountain View, CA, *Mostly Telecommuting*

Lead Interactive Product & Brand Designer, *Contract*

- Lead all design aspects from infancy for a mobile web app that allows the healthcare community to share actionable data derived from third-party mobile app and device usage.
- Participated in concept meetings with board members, interpreted flowcharts, and presented 120 UI screens.
- Created brand-identity, a marketing website, and presentations for investor meetings.

November 2012–March 2013, *5 Months*

Issio Solutions, *Healthcare Technology, Startup*

Lafayette, CA, *Partial Telecommuting*

Interactive Product Designer & Art Director, *Contract*

- Oversaw design quality and consistency in an agile team environment for a robust native app used in surgery centers.
- Created 225 UI screens with annotations for developers.
- Directed junior designers to create user guides.
- Participated in user research and QA.

March 2012–September 2012, *7 Months*

Casper Design Group, *Small Agency*

Berkeley, CA

Graphic & Web Designer, *Full-Time*

- Helped clients build and extend their corporate brand-identity across various media.
- Provided uniquely fresh design options for client pitches.
- Produced 50-plus brochures for top-paying client.

March 2000–May 2003, *3 Years, 2 Months*

Select Clients:

Asia Foundation, *Nonprofit*

Chiron, *Biotechnology*

DPR Construction, *Construction*

Lucent Technologies, *Telecommunications, Fortune 100*

Openwave, *Software*

PeopleSoft, *Software*

Sangamo BioSciences, *Biotechnology*

Union Bank of California, *Financial Services*

Datascope Corp., *Healthcare Technology, Large Corporation*

Montvale, NJ

Graphic Designer, *Full-Time*

- Designed informational and promotional materials in-house for a leading international medical company.

June 1999–December 1999, *7 Months*

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EDUCATION

Rochester Institute of Technology
 School of Design
 Rochester, NY
 Bachelor of Fine Arts/Graphic Design
 May 1999

Additional Certificates:

Aquent Gymnasium, UX Fundamentals, June 2015
 Aquent Gymnasium, Coding for Designers, July 2013

SOFTWARE EXPERIENCE (MAC)

Assembla, Basecamp, TFS, Trello, & Unfuddle
 Axure
 Edge Animate & Flash
 Edge Reflow
 Google Docs, Sheets, Slides, & Forms
 Illustrator
 InDesign
 InVision
 MailChimp
 Muse
 OmniGraffle
 Photoshop
 PowerPoint & Keynote
 Sketch
 Skype & Hangouts
 Word

DESIGN & BUSINESS EXPERIENCE

50% Interactive, 50% Print

Advertising, including Banner Ads
 Agile Methods
 Animated GIFs
 Annual Reports
 Banners & Posters
 Billboards
 Books/E-Books
 Branding & Identity
 Brochures
 CSS/CSS3 (basic skills)
 Catalogs
 Charts & Graphs
 Client Acquisition & New-Business Development
 Client Management
 Client Meetings
 Conferences & Trade Shows
 Copy Writing & Editing
 Creative-Team Management
 Current Trends

Design & Marketing Strategy
 Design Sprints
 Developer Tools
 Direct Mail & Postcards
 E-Commerce
 Environmental Graphics
 Estimates & Proposals
 Forms
 Gamification
 Graphic/HTML Emails
 HTML/HTML5 (basic skills)
 iOS Human Interface Guidelines
 Icons/Icon Fonts
 Infographics
 Information Architecture
 Language Translations
 Letterheads & Business Cards
 Logos
 Magazines & Newsletters
 Material Design (Android Design Guidelines)
 Mood Boards, Style Tiles, Design Spikes, & Behavior Galleries
 Naming & Trademark Registration
 Native Mobile Apps & Web Apps
 Overseas Team
 Packaging
 Photoshoots
 Pixel-Perfect Execution
 Pre-Press/Web/UI Production, including Redlining
 Presentations
 Press Checks
 Print & Vendor Management
 QA
 Resolution-Variant Device Solutions
 Responsive Web Design
 SEO
 SVG
 Sitemaps & Flowcharts
 Social-Media Management
 Squarespace
 Storyboards & Personas
 Style Guides & Templates
 TV Screens
 Third-Party Art Management
 Typography/Web Fonts
 User Interfaces
 User Research (Web & Mobile Analytics, Usability Testing,
 A/B Testing, Voice of the Customer, Heatmapping,
 & Visitor Recordings)
 Websites & Mobile Sites
 Wine Labels
 Wireframes & Prototypes