

KOLSVEIN HAINZ

UX/UI DESIGNER + BRAND IDENTITY DESIGNER + FRONT-END DEVELOPER + **MEDIAPHILE**

REFERENCES

PROFESSIONAL

Shannon Clayton

Account Manager
Digital Aisle
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Kevin Howe

Project Manager
Digital Aisle
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Nellie Stout

Marketing & Design Consultant
V.P., Creative & Production Services
Fusework Studios
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ACADEMIC

Mary Spillman

Advisor, *Ball Bearings*
Ball State University
765.285.1072
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John Strauss

Advisor, Ball State Daily News
Ball State University
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SKILLS

EXPERTISE

Software

Adobe Flash, Illustrator, InDesign, Photoshop, Dreamweaver, Fireworks (up through CS5.5)
Microsoft Word, Excel, PowerPoint
Pages, Keynote, Numbers
Soundslides

Programming and development

HTML (including HTML5)
CSS (including CSS3)
JavaScript (especially JQuery library)
ActionScript 3.0

Miscellaneous

SEO / SEM
Google Analytics
WordPress

FAMILIARITIES

Software

Premiere Pro
Final Cut Pro
Flash Builder/Flex
Flash Catalyst

Programming and development

PHP, CakePHP

Miscellaneous

AP Style
Joomla!

EXPERIENCE

ART DIRECTOR, DIGITAL AISLE

2010 - 2011

Achievements and responsibilities

Managed a team of three UI/UX designers
Designed touchscreen apps/kiosks for Fortune 500 clients including Maybelline and ESPN
Worked directly with clients and their agencies to determine strategic marketing needs
Initiated a UX-driven design process: strategy, wireframes, prototype, design, development
Served as brand manager — refreshed company identity and market positioning
Wrote case studies and designed leave-behinds/sellsheets to help reach potential clients

WEB/GRAPHIC DESIGNER, FUSEWORK STUDIOS

2008 - 2010

Achievements and responsibilities

Ensured work met client marketing objectives, conversion rates and brand positioning
Approached projects with focus on SEO and user experience
Designed web sites for clients including Indianapolis Chamber of Commerce and Goodwill
Responsible for majority of all Flash work produced by Fusework Studios
Implemented XML-based Flash modules for easy client updates and CMS integration
Worked on identity solutions for clients — branding guides, logo creation and type systems

USER EXPERIENCE DESIGNER, BALL STATE iMEDIA PROJECT

2009 - 2010

Achievements and responsibilities

Collaborated with students from multiple disciplines to develop location-driven mobile app
Redesigned user interface and established app branding
Along with professors and peers, developed functionality and features of app
Created interactive and print media kits for potential advertisers and app sponsors