

Curtis Winiesdorffer

PRODUCT DESIGNER

heycurtis.design
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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 and chat bot. Presented designs to internal and external stakeholders. Facilitated team 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 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 Strategy
User Research
User Testing
Interaction Design
Motion Design
Rapid Prototyping
Copywriting

TOOLS

Figma
Sketch
Invision
Principle
ProtoPie
Adobe CC