



CHRIS LORENSSON

User Experience Designer & Product Leader

INTRODUCTION

I'm a 35-year-old designer in Colorado. I started designing for print, web and branding right out of school, in 1999. Rather uncommonly, each of those roles has required my leadership. Leading has taught me so much about myself, and to appreciate people. Today, I'm fortunate enough to say that *design leadership is what I do*.

In 2007 I was afforded the opportunity to act as the Creative Director for the UX agency, [cxpartners](#). I realized that the academic studies of Design like *Usability*, *Accessibility*, *Interaction* and *Testing* were simply ways to approach design with more information, and are sub-sets of the design craft.

While testing new interactions I had designed for Ebay at [cxpartners](#), I realized how crucial design truly was for real people when Melissa—a new mom—was tasked with purchasing a bottle sterilizer. She fumbled with the original navigation, but was able to find the right product more quickly with my prototype's "asynchronous results" feature.

Seeing Melissa's life improved with design fundamentally changed me. My current role as the User Experience Designer with [UNICEF Kid Power](#) let me scale that effect to save more than 46,000 lives and achieve [TIME Magazine's Best Inventions of 2016](#).

I believe that good design requires strong core beliefs and intuition, not academic checklists, and that *good design is invisible and effective; it solves a real human problem*. This approach enables my team to strategically achieve the right result without just ticking off costly UX checklists.

With millions of Global Citizens right in our backyard, I'm looking for the next way to improve lives by solving real human problems with a design team.

– Chris

SKILLS

Leadership

- Mentoring
- Communication
- Roadmapping
- Agile / Scrum
- Workflows
- Talent

UX

- UX Design
- UI Design
- UX Writing
- Prototypes
- IA & Flows
- Responsiveness

Design

- Sketches
- Wireframes
- Illustration
- Iconography
- Infographics
- Typography

Software

- Adobe Suite
- Sketch / Figma
- InVision / Prott
- iOS
- Apple Watch
- Android

Technical

- HTML / HAML
- CSS / SCSS
- GitHub
- Terminal (Mac)
- Grunt / NPM
- Accessibility

WORK EXPERIENCE

User Experience Designer, UNICEF Kid Power; NYC, NY – Jun 2015 - present

I led the user experience design for UNICEF Kid Power applications; listening to customer needs and distilling analytical data to ideate, plan, prototype and design features for iPhone, Apple Watch and Android devices. Working within a cross-functional, remote team, I presented concepts in the forms of sketches and functional prototypes, then collaborated on feature details before delivering fully-rendered and specified designs while working closely with development during implementation.

User Experience Designer, Calorie Cloud; Newport Beach, CA – Jun 2015 - present

Leading the User Experience Design for the Workplace Activity Challenge product. Was a key part of feature planning. Led the platform redesign effort focusing on end-to-end communication strategies to optimize employee engagement. Designed and specified the white-label application efforts and worked closely with development during implementation.

SVP Design, Elevation Consulting Inc; Fort Collins, CO – Mar 2012 - Dec 2014

As a small service agency – turned software startup, I transitioned the team away from design services and into a remote, agile team until the end of the transition. Led the User Experience research, design and front-end code for AlbumExposure and PhotoChute; both proofing & sales platforms for professional photographers, in addition to several web design projects such as Providence and J Street Hospitality.

Founder, Lorensson&Co.; Bristol, UK – 2005 - present

Acting as Lead Designer, Creative Director and Head of UX for direct and contract clients such as BBC, Flourish, Ascentric, cxpartners and Fasthosts. Concepted and designed

complete brand & brand guides, print materials, websites and complex user experiences. Core technologies include Wordpress, HTML5, CSS3, PHP, JQuery and Git. Frequent direct client and project management throughout all projects. Became well-known in England as one of the 'go-to' Wordpress specialists. All agile, all the time.

Interaction Designer, Ascentric; Bath, UK — Sept 2011 - Mar 2012

Headed IX/UX/IA design on Agile team within Waterfall company. Developed wireframes, personas, task models and user journeys for two complex web-based applications: intranet web-app and core product offering. Worked with Business Analyst to gather requirements and translate them into Agile 'sprints' and 'stories' for both design and development. Deliverables included design and code documentation, HTML5 & CSS3 code and interactive mobile prototypes within MVC/Sharepoint environment. Mobile prototypes utilized JQuery Mobile. Core product offering specialized in white-label ability for Independent Financial Advisor clients.

Creative Director, cxpartners; Bristol, UK — Mar 2008 - Sept 2008

Functioning as the in-house Creative Director & Senior UI Designer within Agile environment. Developed user-interface redesigns and proof-of-concepts for Planning Portal, lastminute.com, EnergyHelpline.com, TheTrainline and Ebay. Adobe InDesign, Photoshop and Axure used to develop interactive functional prototypes, wireframes and rendered interfaces.

Interaction Designer, Fasthosts Internet Ltd.; Gloucester, UK — Nov 2009 - Aug 2010

Acting as Head of UX, Senior UI Designer and Senior Interaction Designer for internal web-based product offerings and web-based marketing efforts. Deliverables include functional prototypes, fully-rendered interface designs and marketing designs using Adobe Photoshop, InDesign and Axure inside mixed Agile/Waterfall company.

Design Instructor, CEED, Bristol, UK — 2007-2009

Acting as Design Department Head Instructor. Responsible for writing curriculum for Introduction to Web Design and Intermediate Web Design, developing all related course materials and teaching those courses. Class sizes range from 10-20 with an average age of 38. Topics covered basic internet infrastructure, HTML, CSS and overview of rich web technologies such as PHP and Javascript, designing a website and using open-source content management systems.

UI Designer, Flourish; Bristol, UK – 2007 - 2008

Moonlighted both in-house and remotely to design and build HTML emails and web advertisements for Coca-Cola, Betfair and Wickes within Waterfall company. Designed fully-rendered HTML emails within Adobe Photoshop, sliced them into HTML & CSS, then ran email tests for spam & iCANN compliance.

Creative Director, The DuBois Agency; Ontario, CA – 2002 - 2005

Acting as Senior Designer, Art Director and Creative Director. Responsible for managing and leading the design team through various marketing, broadcast and user-centered design projects for Cadillac, Toyo Tires, Rosen Entertainment, K&N Filters, California Police Chief Association and politicians. Developed websites, brandmarks, trade show displays and marketing pieces, and directed photo shoots. Typical software included Adobe Photoshop, InDesign, Illustrator and Dreamweaver using technologies such as vector illustration, HTML, CSS, PHP and Javascript for both web and print mediums. Won 2004 Addy Award for best website design.

Creative Director, Hautlab Music Group; Los Angeles, CA – 1999 - 2002

Hired and led 4-person design team to produce online interactions, CD albums, microsites, eCommerce, marketing materials, apparel and experience designs for recording artists, our own clothing line and our nationally distributed free music magazine Hautwired. Typical software consisted of Adobe Photoshop, Illustrator and InDesign, Dreamweaver using technologies such as HTML, CSS and Javascript.

EDUCATION

Estancia High School; Orange County, CA – 1995-1999

Advanced-placement English and Calligraphy

Coastline Community College; Orange County, CA – 1998-1999

Accounting / Computer Science

References available upon request