

# Kevin Rieg

## Product Designer

Portfolio  
kevinrieg.myportfolio.com  
(pw: kvnr)

Address  
2624 N Avers  
Chicago, Illinois  
60647 U.S.A.

Contact  
kevinrieg@gmail.com  
(773) 351-6679  
Li: kvnrdesigner

### Professional Summary

Experienced Product Designer with 20+ years in digital design. Expert in crafting intuitive, impactful experiences and implementing lean processes that align with business goals. Skilled in design systems, responsive design, and service design, optimizing user journeys to drive success.

### Key Skills

Design Systems & Scalable UI Frameworks, Responsive Web & Mobile Design, Service Design & User Journey Mapping, Wireframing & Prototyping, User Research & Usability Testing, Collaboration with Cross-Functional Teams, Agile & Lean Methodologies, Tools: Figma, Adobe Creative Suite, Design Generalist, Creative Problem Solving, Presentation & Creative Leadership

### Work Experience (Most Recent)

#### Product Design Lead – Mineral, Inc. (Now Mitratch)

March 2022 – July 2024 – Fully Remote (Portland, OR Based)

- Crafted innovative HR features that empowered SMB leaders and HR professionals to streamline workflows.
- Led UX/UI for ARIES™, the platform's beta AI solution.
- **Oversaw the Quartz Design System** for Mineral Platform.
- Managed the Product Design Roadmap to ensure alignment with product milestones.
- Collaborated with 8 Product Managers to support design initiatives across multiple domains.
- Supervised a contractor designer, spearheaded hiring initiatives, and advocated for additional staffing to support project demands.

#### Product Design Lead – Neighborhoods.com

November 2019 – January 2022 – Hybrid (Chicago, IL Based)

- Oversaw UX/UI for two consumer-facing real estate products.
- Drove lead generation through A/B testing and analytics.
- Led two redesign initiatives; **boosted lead conversion by 30%**.

#### UX/UI Designer – United Airlines

November 2018 – November 2019 – Chicago, IL

- **Oversaw UI for digital tools** used across United's frontline workforce.
- Partnered with UX Research to test and build.
- Recruited for 2019 Innovation Summit to develop digital wayfinding concepts for passengers.

#### Visual Designer, Product – Hyatt Corporation

2017 – 2018 – Chicago, IL

- **Oversaw UI for World of Hyatt mobile app** (iOS/Android).
- Collaborated with IxD, PMs, and Engineers to release product features.

(continued)

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Work Experience (Older Roles)

### Senior Art Director – Manifest

2014 – 2017 – Chicago, IL

- Worked on a wide range digital experiences for major brands. (Motorola, Nielsen, UPS, Allstate, Humana)
- **Embedded onsite with client-side product teams**, partnered with UX Leads.

### Visual Designer – mStoner, Inc.

2007 – 2014 – Chicago, IL

- **Designed responsive websites** for higher education clients (Harvard, Fashion Institute of Technology, William & Mary, and many more).
- Developed concept designs and wireframes; led on-campus research.
- Designed innovative award winning viewbook campaigns.

### Freelance Designer and Independent Contractor

2003 – 2007 – Chicago, IL

- **Delivered a full range of websites and print materials** for various Chicago SMBs and startups.
- Maintained studio workspace and long term client relationships.
- Clients across entertainment, B2C, B2B, real estate, and government sectors.
- Taught introductory HTML/CSS and Adobe Photoshop classes.

### Graphic Designer – MemberClicks (Now Personify)

2000 – 2003 – Atlanta, GA

- **Designed and produced in-house print and digital marketing, advertising, and sales materials.**
- Contributed to a full-scale brand redesign.

Education

### B.F.A. Graphic Design – Savannah College of Art & Design

2000 Savannah, GA

Courses and Professional Development

**Becoming a UX Strategist**, NN/g (Nielsen Norman Group) Virtual Course 2023

**Design**, Pragmatic Institute Spring 2023

**Foundations**, Pragmatic Institute Fall 2022

Portfolio and Links

**Design Portfolio:** <https://kevinrieg.myportfolio.com/> (pw: kvnr)

**LinkedIn:** <https://www.linkedin.com/in/kvnrdesigner/>