

CHARLES KLEIN



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SUMMARY

I've been practicing the craft of design for 20 years — UI, UX, Product, prototyping and even dabbling in code. I've honed my skills by way of eCommerce, higher-ed, non-profits, SaaS, and client services.

I have coordinated design teams and have been part of some that have won awards. I know how to provide creative direction to designers, writers, and photographers; and can easily collaborate with Agile engineering teams.

I specialize in experience design, product design, branding and creative direction.

EDUCATION

B.A. Graphic Design

Humboldt State University

Also studied: CompSci, Marketing & Biology

SKILL SET

- Product Design (UI, UX, Visual)
- Motion Graphics & Video Editing
- Creative Direction
- Branding & Design Systems
- Interactive Prototyping
- Front-end Web Dev
- Project Management

Tools: Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Keynote, AfterEffects, Final Cut Pro, Motion, Pixate, InVision, Asana, Pivotal, Trello, Xcode, Git

WORK EXPERIENCE

Freelance Design Consultation & Strategy • Charles Klein

3/2010 – Present

Clients included: Techstyle Inc (JustFab, FabKids, ShoeDazzle), Clique Media/WhoWhatWear, Rocketship.vc, Target/DermStore, Milliways Ventures, Kosmix (acquired by Walmart), Consultative Group on Biological Diversity (now Biodiversity Funders Group), Humboldt State University, Positork Distributing, PFI Bearings, Dr. Sophia Yin

Sr Product Design Architect & Head of Brand Design • Tact.ai Technologies

7/2014 – 7/2022

2021 → Sr Product Design Architect & Head of Brand Design 2018 → Head of Design
2019 → Product Design Architect 2014 → Senior Product Designer

Most recently I manage the Worldwide Marketing Design team, encompassing everything from the website, social media assets, product demo videos, interview series, to sales presentations & enablement, to the overall look & feel of the brand. As Design Architect & Product Designer prior, I had the opportunity to affect the design of our core products for mobile & desktop, from research to wireframe, prototype to implementation. I worked seamlessly across teams with product management, engineering, QA, sales, support, and at the Executive level conceived of future-looking “art of the possible” product & implementation concepts for select customers.

Director of Product Design • YesVideo, Inc.

7/2013 – 7/2014

Oversaw a team of UX & visual designers, and front-end web devs, crafting the experience for all aspects of product & branding. I launched the redesign of the entire YesVideo web app experience, native apps for iPhone & iPad, and unveiled a redesigned brand mark and design system.

Lead UX Designer • WalmartLabs (formerly Kosmix)

10/2011 – 7/2013

Design lead for The Goodies Company, an experimental subscription food box service. From concept to viable product. Crafted the identity, UX wireframes, visual design and art directed the design of the physical boxes, inserts and photography.

Spearheaded the design efforts for the unprecedented Get On The Shelf™ contest, a competition that let small businesses and inventors showcase their products on our site where the public could vote for their favorites. The winner would be sold in Walmart stores.

Co-Creator/Co-Founder • Memorable Apps

9/2010 – 1/2017

We made Memorable Meals, Memorable Wines and Memorable Beers — intuitively designed journal apps to remember the best (or worst) food, wine, and beers you've ever had.

Recognized more than a dozen times by Apple App Store editors in 100+ countries, and even featured by The New York Times.

Self-taught Objective-C and Cocoa Touch application frameworks.

Principal Web Designer • Peters Kimmerly Design Associates

1/2009 – 1/2011

Worldwide Marketing Campus Rep • Apple, Inc.

2005 – 2007

Lead Designer & Web Manager • Humboldt State University MarCom

10/2003 – 3/2010

2007 → Lead Designer & University Web Manager 2003 → Student Assistant Web Designer
2004 → Web Designer