

JEFF KIRSCH

Design Manager

UX IxD

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WORK

- Amazon** Leads ten-person design team for Kindle app and device experiences. Core member of Kindle leadership team, contributor to overall Kindle business strategy. Drives software innovation efforts for apps and devices, as well as ongoing customer-focused feature delivery.
UX Design Manager, Kindle
Mar 2017–Present
- Sr. UX Designer As a senior lead IC, built out a team to support Author and Publisher experiences, and initiated, owned, and shipped key reading features used by millions of customers daily.
Sep 2015–Mar 2017
- LearnVest** Led user experience initiatives for internal financial planning tool and client-facing product and services. Directly managed design team of four. Key contributor to projects that led to company's \$250 million+ acquisition.
Sr. Managing Designer, UX
UX Lead
Oct 2013–Jul 2015
- Thomson Reuters** Designed IA and UX for top-to-bottom relaunch of consumer-facing news site, Apple-featured iPhone app and Android app. Acted as a liaison between leadership, product and design teams, as well as specialized editorial teams.
UX Designer
Feb 2012–Oct 2013
- Urbanscale** Led project teams for internal and client initiatives. Prototyped and developed product strategy and interaction design for large-scale urban information system. Created and led strategy and user research workshop for major European financial institution.
UX Consultant
Jun 2011–Feb 2012
- Independent Consultant** Designed, coded and maintained standards-based web sites to meet the disparate needs of artists, corporate and institutional clients.
Sole Proprietor
Jan 2003–Oct 2009

EDUCATION

- School of Visual Arts** MFA in Interaction Design
Sep 2009–May 2011 Recipient, Paula Rhoades Memorial Award for Exceptional Achievement in Interaction Design. Focus on prototyping and concept development.
- University of Illinois at Urbana-Champaign** BS in Advertising; Concentration in Photography
Sep 2000–May 2004 Specialized in consumer behavior and research.

TOOLKIT

- Methods** Hiring and sourcing, team growth and development, process improvement, cross-organization coordination, design sprint facilitation. Interviews and Ethnographies; Specifications, System Flows, Wireframes and User Journeys; Paper, Physical and Digital Prototyping.