

## Karl Schultz

### experience

MANAGER UX DESIGN 02.06–present  
**CBS Interactive (CNET Networks)** San Francisco, California

#### *Provided understanding*

- Defined and synthesized business and user experience goals
- Collaborated with cross-functional teams (product managers, researchers, developers, and designers) to foster design development within an Agile method
- Translated requirements quickly into design concepts with a balanced focus of strategy, research, usability, interaction, and visual design

#### *Presented ideas*

- Presented design ideas in a clear, and confident manner using excellent written and verbal skills
- Analyzed and advised of best usability practices and consistency
- Advocated passionately for usability

#### *Collaborated with others*

- Received, weighed, and integrated diverse constructive feedback from a multi-disciplinary team
- Participated in the development of user studies (including eye tracking), evaluated results and provided recommendations for iterative improvements

#### *Communicated details*

- Minimized errors by documenting bugs with extreme attention to detail and consistency
- Interacted with coworkers and users with strong interpersonal skills

#### *Developed effective design ideas*

- Enabled iterative design process to define and support product development
- Created deliverables that describe the intended user experience (user-centered design personas, storyboards, workflows)
- Constructed mock-ups using rapid prototyping methods (such as paper prototyping, low fidelity clickable mock-ups, etc.)
- Developed low-fidelity functional design prototypes to demonstrate proof of concept (usability testing)
- Conducted heuristic evaluations identifying best practices
- Designed navigation strategies (IA), and user interaction (IXD)
- Developed and refined wireframes/schematics for large-scale websites
- Designed and developed mobile-, and web-apps
- Visualized concept designs (diagrams, concept maps, etc.)
- Created style guides and pattern libraries

#### *Managed people and projects*

- Switched rapidly between different projects and act independently
- Multi-tasked and met deadlines in a fast-paced environment
- Organized, prioritized, and estimated individual task durations
- Developed and tracked project plans
- Managed a team of UX Designers in concept development, design ideation, and collateral delivery
- Coordinated work with subcontractors and vendors
- Mentored Design Intern

DESIGNER 11.04–01.06  
**Karl Schultz Design** San Francisco, California

Create concepts and develop designs to final artwork for print and internet content while maintaining style guidelines for international brands.

DESIGNER 09.99–11.04  
**MOD/Michael Osborne Design**

San Francisco, California

As interactive designer, contributed to an interdisciplinary team to help assess client goals. Created concepts and developed sketches, storyboards, wireframes, and user scenarios to help define the interaction objectives. Extended the brand to interactive projects as needed. Designed the “look-and-feel” of projects to support the functionality of interactive elements. Tested these designs by building clickable prototypes. Built final interactive projects using HTML, CSS, and Macromedia Dreamweaver and Flash. Created style guidelines featuring screen layouts, color palettes, typography, user interface elements, and icons. Documented design specifications for programmers.

Applied knowledge of user interaction design processes and methodologies, particularly to Web-based applications. Worked with an understanding of the capabilities/limitations of Web technologies. Managed subcontracting of programmers for web applications.

Created sketches and storyboards to design the motion sequences. Designed motion graphics and animation effects with tools such as Macromedia Flash, and Adobe AfterEffects.

Developed (from concept to mechanical) identity and packaging designs for print branding using Adobe Illustrator, PhotoShop, InDesign and QuarkXPress. Researched and developed product naming for branding (e.g., Entwine). Illustrated artwork for print.

Conducted client meetings with strong presentation skills. Successfully communicated conceptual ideas and design rationale by visual, oral, and written means.

### education

BFA with Distinction Graphic Design, California College of the Arts (formerly, California College of Arts and Crafts), May 2003.

### skills

Goal-Directed design method (Cooper), Agile project management, TWiki document management system (requirements gathering)

Software for interactive media including, Adobe After Effects, ImageReady, Dreamweaver MX, Flash MX; Apple Final Cut Pro, Garage Band; Digidesign ProTools; FreeMind; MetaCreations Infini-D; Microsoft Visio, Excel (business analysis); MyMind; Sound Edit 16. Experienced in HTML, CSS, and TWiki coding.

Software for print including Adobe Illustrator, PhotoShop, InDesign, Acrobat, and QuarkXPress.

Strong background with Apple Macintosh operating systems 9 and X, including network administration, ISP, mail server, and web hosting.

Black and white photography, studio lighting, large format, custom film processing and printing, as well as archival toning and finishing.