

Kristin Lenz

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ABOUT

Innovative creative product leader and compassionate listener with a knack for simplifying complex ideas into focused outcomes. Proven ability in user-centric product development, driving revenue growth and brand recognition. Expert in content strategy, storytelling, and data visualization. Passionate about information architecture and designing for comprehension. Thrives on complex and creative challenges with a "Why not?" and "What if?" mindset.

CORE COMPETENCIES

- Product management, UX/UI design and development
- Systems review, definition and integration(s); Content Management Systems expert
- Delivery of overall success of the product roadmap
- Data visualization, concept to execution
- Cross-platform creative content strategy
- Cross-functional team leadership and stakeholder management
- Client-facing project ideation and management

EXPERIENCE

Owner, Kristin Lenz: July 2015-present

Leading product and creative projects and teams from ideation to execution.

- Systems review, definition and integration(s) to deliver back-end data entry to front-end user experiences related to content management, migration, and maintenance
- Wireframing, user research both qualitative and quantitative
- Driving UX/UX development through all stages; wireframing, prototyping, user research, design and development and QA.
- Design visuals assets ranging from case studies, data visualizations, process graphics, systems maps, fundraising materials, logos, etc.
- Collaborating with C-Suite, legal teams and vendors

Clients: Inc. and Fast Company media, DoubleBlind, National Geographic, Chicago Booth School of Economics, PebblePost, Bloomberg Harvard City Leadership Initiative, OccamSec, VitaVera Ventures,, Troop, Supernode, FTI, Vested, AdaptAPI, GroupM, Initiative, GEMIC.

Head of Design & Visuals

Barron's, Jan. 2022-Feb. 2023

- Lead and managed a team of visual editors producing content across print, digital and social.
- Directed the creative process from concept to execution, working closely with editors and reporters at the beginning of the reporting journey to surface, suggest and guide visual storytelling opportunities.
- Reviewed, audited, and proposed new tooling for data visualization to increase capabilities and output.
- Improved communication, process and staffing requirements for deadline-driven projects.
- Collaborated with marketing and product teams to influence brand consistency across customer experiences.

Product Director of Special Projects

Mansueto Ventures, Inc. & Fast Company media, March 2019 - July 2021

- Developed and launched new digital experiences for multi-million dollar franchise programs, driving brand recognition, growth, and/or revenue.
- Defined product roadmaps, aligned cross-departmental stakeholders with user and business requirements.
- Led the creation of user journeys, wireframes, user stories and user research to guide actionable work.
- Inspired and guided cross-functional teams of UX/UI designers, engineers, and content producers through ideation, prototyping QA, and deployment phases.
- Defined and optimized front-end and back-end content and data structures to enhance security, data hygiene and accuracy and user onboarding processes.
- Optimized content management systems for internal user inputs driving external user-facing features.

Digital Design + Data Director, Inc. media, April 2018-March 2019; **Art Director**, Inc. magazine, March 2013-April 2018:

- Led cross-departmental teams in creative content generation and execution across platforms.
- Product owner for client-facing digital experiences, collaborating with custom content studios, marketing, sales teams, and external clients
- Directed editorial surveys and managed data visualization processes and storytelling
- Prototyped and managed redesigns of magazine sections for digital platforms.
- Managed budgets and hired freelance illustrators, animators, and photographers.

ADDITIONAL PROFESSIONAL EXPERIENCE

The Washington Post: Senior Art Director, Opinion, Book World, Travel and Weekend sections; Art Director, Business and Opinion sections, Aug. 2008- March 2013

The Boston Globe: Page One and projects designer, Aug. 2007 - Aug. 2008

Hartford Courant: Page One and projects designer; Oct. 2005 - July 2007

Orange County Register: Business designer, Jan. 2004 - Oct. 2005

Sarasota Herald-Tribune: Features and Business designer, Feb. 2003 - Dec. 2003

The Tuscaloosa News: Features designer and copy editor, June 2001 - Jan. 2003

SKILLS

Creative Figma, Adobe Creative Suite, Miro, pen & paper; **Product & Project management** Jira, Airtable, GoogleSuite, Notion; **Front-end languages:** Working knowledge and some hacking of HTML, CSS, JS; expert understanding of content management systems

PROFESSIONAL DEVELOPMENT & AWARDS

Licenses & Certifications [ELVTR Product Management](#)

Honors & Awards Best of American Infographics; Society of Publication Designers; American Society of Magazine Editors; Society of Illustrators; American Illustration-American Photography; Print Magazine; Society for News Design

EDUCATION

Auburn University, BA in journalism, minor in political science, May 2001