

Kristin Lenz

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ABOUT

Innovative product leader and collaborative problem solver skilled at distilling complexity into clear, actionable solutions. Proven ability in user-centric product development, driving revenue growth and brand recognition. CMS expertise, storytelling tools, 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, strategy and development (agile, scrum, kanban, waterfall)
- User Experience and User Interface wireframing, design, user journey mapping
- CMS and other systems review, definition, builds, and API integrations
- Delivery of overall success of the product roadmap
- Cross-platform creative content strategy
- Cross-functional team leadership and stakeholder management
- Client-facing project ideation and management

EXPERIENCE

Product Management and Design consultant, Kristin Lenz: July 2015-present

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

- Systems review, definition, and integrations delivering back-end data to front-end platforms for content management, migration, and maintenance.
- User Experience and User Interface leadership from wireframing to prototyping, research, design, development, and QA.
- Designing visuals including case studies, data visualizations, process graphics, and branding assets.
- Collaborating with C-Suite, legal teams and vendors to align product and business goals.

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

Head of Design and 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, Special Projects

Mansueto Ventures, Inc. & Fast Company media, March 2020 - 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 directed cross-functional teams of UX/UI designers, engineers, and content producers through ideation, prototyping QA, and deployment phases.
- Optimized front-end and back-end content and data structures to enhance security, data hygiene and accuracy.
- Defined and directed content management systems builds to support new features for editorial and marketing teams

Digital Design and Data Director, Inc. media, April 2018-March 2020; **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, adopted new surveying platform, and managed data visualization processes and storytelling
- Prototyped and managed redesigns of magazine content 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

- **Tools & Technologies:** Jira, Trello, Shortcut, Figma, Miro; working knowledge and some hacking of Front-end languages, expert understanding of content management systems; GSuite and Notion collaboration tools.
- **Certifications:** Product Management [ELVTR certificate](#)

EDUCATION

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