

# Kirk Draheim | Product Design + Direction

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## EXPERIENCE

**Contract Work** | *Product Design and Creative Direction* | March 2023 - Present

- Working with various North American startups providing product design, web design, and marketing design.

**Mighty Buildings**, Oakland, CA | *Director of Brand and Experience Design* | November 2021 - March 2023

- Managed the creation of a new brand identity, brand strategy, messaging, and company mission statement. Directed the creative teams and engaged with the executive team.
- Directed internal creative teams in designing company wide branded internal assets, new marketing website, digital marketing materials, uniforms, office/factory design, photography and 3D renders.

**Revl**, San Francisco, CA | *Senior UX/UI Designer* | November 2016 - October 2021

- End-to-end design of the Revl Camera app, which uses A.I. to automatically edit video and display telemetry data to the user. Carried out user research, problem definition, personas, wireframes, final visual designs, and development support.
- Led a multi-million dollar joint venture with Audi to develop future use cases for how Revl cameras paired with A.I. could improve the driver experience, safety, and security.
- Designed the customer and client facing software B2B products for the Revl Experiences editing system, an A.I. video editing solution for experiences and attractions. Collaborated and communicated with distributed teams across Executive, Design, Engineering, Sales, and Operations to bring it to market.

**Frog Design**, San Francisco, CA | *Interaction Designer Intern* | June 2015 - Sept 2015

- Interaction designer on a cross-functional team on a client project. Carried out user research, strategy, wireframes, prototypes, and interaction mode. Sold the concept to executive leadership and was hired to build the mobile application.
- Lead product strategist and experience designer on a cross-functional team of designers, engineers, and strategists, where we envisioned the digital and physical experience of a future public transportation system as a service concept, consisting of a shared network of hyper-connected autonomous vehicles.

**Hylo**, Oakland, CA | *UX/UI Designer* | June 2014 - Jan 2015

- Responsible for user experience and interface design for Hylo's online social network. Working closely with the CEO and developers I designed an entirely new user interface for their core pages, including social feed, navigation, community creation flow, profile, etc

## EDUCATION

**California College of the Arts**, San Francisco, CA | BFA, Interaction Design | GPA 3.7 | 2013- 2016

**Sonoma State University**, Rohnert Park, CA | Studied Computer Science, Social Sciences, Fine Art | 2010 - 2013

## SKILLS

User Research, UX/UI Design, Visual Design, Service Design, System Design, Wireframing, Rapid Prototyping, Journey Mapping, Data Visualization, Product Strategy, Design Thinking, Problem Solving, Strategic Thinking, User Centered Design, Photography, Video Production, Storyboarding, Sketching, Product Development, Product Management, Project Management, Concept Generation, Presentation, Agile and Lean Methodology, Figma, Sketch, InVision, Photoshop, Illustrator, Premiere Pro, 3D Design, Blender, Motion Design, Psychology/Cognition, Public Speaking, Communication