Justin Kuntz

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Designer. Developer. Maker. Founder. Entrepreneur.

Product and design professional who works at the intersection of brand, product, and engineering to make ideas happen to deliver innovative and human-centered experiences.

EXPERIENCE

2022–Current

Ford Motor Company › *Creative Technology Director, Global XD*

Creative Technology team lead that brings new to early-stage products, services, and experiences to life through iterative prototypes of varying fidelity that leverage emerging and established technologies.

- Contribute to project portfolio, influencing technical and product strategies, providing team leadership, and shaping agile process and product roadmaps.
- Organized and led design sprint workshops for emerging technologies, quickly generating new opportunities and developing initial solution sketches.
- Collaborate with internal and external stakeholders to ensure alignment with business objectives and achieve desirability, feasibility, and viability.
- Mentor team members, fostering a culture of creativity and technical excellence through a servant leadership approach
- Champion the adoption of an agile mindset, consistently enhancing the XD process to expedite rapid prototyping and concept validation.

2001–2022

Creative Soapbox › *Principal*

Over 20 years of experience operating an independent brand, design, and development studio. Bootstrapped and grew to over $1 million in recurring revenue, working with startups to the Fortune 100. Soapbox alums work at Apple, MLB, Quickbooks, Mozilla, and more.

Case Study › *McKenzie-Mohr & Associates, Inc.* › *2005–Current*

- Led the product and technology strategy, brand, design, user experience, and interface design for cbsm.com, an online community built on Ruby on Rails
- Developed strategies resulting in the growth to over 60,000 health and environmental planners and program implementors
- Product development and design of a custom-built paid membership program and workshop registration system
- Integrated email marketing through Convertkit, which has grown and sustained a list of over 20,000 weekly subscribers

Case Study › *Glanbia Nutritionals* › *2012–Current*

- Brand refresh for the Glanbia Nutritionals "We're built around you." campaign providing strategy, vision, values, design, comprehensive brand guidelines, and updated digital presence.
- Design, strategy, consulting, and production of over 25 go-to-market cheese marketing campaign kits that have delivered over $3 million and driven over 40+ new products to market through retail and food service channels.

Case Study › *Crucial (Micron Technology, Inc.)* › *2013–2020*

- Design, user experience/interface, and frontend code (HTML/CSS/javascript) for

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Crucial Site Builder, an interface for managing and deploying part finders featuring search tools, product advisor, and a part builder for business partners like CDW and Ingram Micro.
- Product strategy and design, user experience/interface, and code for the Crucial MOD Utility, a DRAM configuration and monitoring app built in React and Electron. Features live temperature graphing, LED color configurations with preview, LED profile saving and export, logging capture and download, and accounts settings and preferences.

Case Study › *Wabtec–Motive Power* › *2008–2018*

- User experience/interface design, brand, product strategy, consulting, and code for the [MotivePower CDS](#) (Central Diagnostic System) Web App.
- Rapid prototype with ExpressionEngine, CodeIgniter, and Ngnix to test customer interest in a locomotive monitoring and fleet diagnostics app.
- After a successful beta, refactored the application into a robust enterprise SaaS Ruby on Rails application and established an agile development process.
- Prevented several commuter rail breakdowns in the Washington DC area as a result of early warning diagnostic information that the software provided.
- Application deployed in the United States, Canada, and Australia with a distributed AWS reserved instance infrastructure featuring replication and backup sequences.

Case Study › *Wevorce* › *2013–2015*

- Lead the design and development of an enterprise Ruby on Rails application for [Wevorce](#) after a successful exit round from Y-Combinator.
- User experience/interface design, complex information architecture, product strategy, and an agile workflow as a strong foundation for product development.
- Designed and developed four core parts to the application: 1) In-meeting "Slides" area that included an integrated Q&A that builds legal forms in the background; 2) Mediator In-meeting Control with private messaging and notes; 3) Client Dashboard where clients can log in to complete intake forms, homework, videos, articles, and interactive activities; and 4) Mediator Dashboard where mediators can check the status of cases, add cases, communicate with clients, modify meetings, prepare and initiate meetings.

Case Study › *Cradlepoint* › *2013–2014*

- Provided support with user experience, user flows, user cases, UI design, and design system for the Enterprise Cloud Manager (now [NetCloud](#)).
- Worked with the internal Cradlepoint Product and Development teams to establish product features and solve complex user experience issues users encounter when managing enterprise routers and networking.
- Established a standardized design system for developers to reference to avoid common user experience issues.

2020–Current

SafeAccess › *Founder & EVP Product*

Founding member of a Covid-19 app in response to the pandemic that builds trust between locations and visitors.

- Wore many hats that included setting the creative and product vision, establishing process, providing design leadership, strategy, and managing client relationships.
- Established brand, brand mark, brand values, and brand guide.
- Built and maintained a Figma library and design system with over 200 user views.
- Deployed Covid-19 app in 3 months.
- Over 150,000 users with over 2.5 million check-ins.

2012–2019

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Timeglider › *Partner & Designer*

Timeglider was a web-based timeline software for creating and sharing history, project planning, and more. I became an equity partner contributing to the product design and brand. Timeglider was acquired by Preceden.com in 2019.

2010–2013

Boise State University › *Adjunct Faculty*

Adjunct Professor at Boise State University for several semesters highly rated by students. Had to step back from teaching with a move to Oregon in 2014.

ART 385 - Advanced Typography, ART 485 - Capstone Graphic Design and Illustration Portfolio Class, ART 477 - Graphic Design Studio 5

2010–2013

Sprowt › *Founder*

Sprowt was an initiative to support local emerging designers in their transition from University to a professional career.

- Developed an extracurricular design education program for students and designers of all levels. Workshops included Fundamentals of Interaction Design, Typography Boot Camp, Careers In Design, and Career Development.
- Coordinated workshops and monthly events; wrote and published original content; mentored current and emerging students; guest lectured in University classes; maintained the brand, event materials, and website.

2002–2006

MWI Veterinary Supply › *Graphic & Brand Designer*

In-house graphic and brand designer devoted to developing and creating an array of marketing materials, brand management, and private label packaging (monthly publications, brand guidelines, annual reports, promotional materials, brochures, sell sheets/flyers, postcards, identity, logos, collateral, advertisements, catalogs, packaging, website design, video presentations, etc.).

1999-2002

FedEx › *Material Handler/Backup Information Agent/Heavyweight Handler*

Load and unload time sensitive cargo from Airbus 300 and Boeing 747 jet planes. Freight scanning, load/unloading, and inspection. Data entry of time sensitive information into computer database system. Awards: Bravo Zulu Award for North Parking Lot Plan, Bravo Zulu Award twice for Outstanding Performance, 3-time repeat Ramp Safety Award.

1995-1999

D&D Transportation Services, Inc. › *Operations Manager/Dispatch Supervisor*

Operations Manager: Dispatched and load planned a fleet of 50 tractor/trailer reefers. Established new customer relations, accounts, operations procedures, and training. Carried 24 hour on call cell phone for customer and driver needs.

Dispatch Supervisor: Full-time position while attending college full-time. Expansion of customer services needs and accounts. Broker and Booked freight. Implemented training for new and existing employees: i.e. computer skills, EDI, QualComm satellite tracking, Tom McLeod software, and business operating procedures.

EDUCATION

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Boise State University   *Graduated 2002*
BFA Graphic Design and BFA Illustration

EXPERTISE

Technical

- Adobe Creative Suite
- Figma, Sketch, Invision
- Microsoft Office
- Github, Gitlab, Slack, Trello, Jira, Basecamp, Asana, ActiveCollab, Clickup, Google Apps
- Gatsby static site generation
- HTML, CSS, some React/JavaScript and Ruby on Rails
- Any new technology that pops up

Disciplinary

- Interaction Design
- Branding
- Experience Design
- Environmental Design
- Packaging

Personal Strengths

- Self-starter, self-motivated
- Team player
- Visionary
- Cross-disciplinary
- Ideation/Concept Development

Competencies

- User Experience & Interface Design
- Brand & Design Strategy
- Information Architecture
- Content Strategy
- Email Marketing
- Event Planning & Promotion
- Advertising & Print Collateral
- Team & Project Management
- Project Estimating & budgeting
- Research & Strategy Development

SELECT SPEAKING ENGAGEMENTS

- Ignite Boise "Consider Design" Presentation
- Sprowt Fundamentals of Interaction Design Workshop
- Sprowt Typography Boot Camp
- Sprowt Careers In Design Workshop

ACCOLADES

- Technology Association of Oregon *Ag Innovation Challenge* Winner - [Capital Press: Cultivating Bright Ideas](#)
- Awwwards Website of the Day
- NNU Senior Design Exhibition Judge
- Logo Lounge Volume 1
- Logo Lounge Volume 3

MEMBERSHIPS

- AIGA
- Technology Association of Oregon
- Build Oregon founding supporter
- Offscreen Magazine sponsor

ON THE INTERWEBS

creativesoapbox.com & justinkuntz.com

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REFERENCES

Available upon request