

AJ Reinhart

Website: ajreinhart.com

Email: reinhart.aj@gmail.com

Phone: 502-415-8263

PROFESSIONAL SUMMARY

Highly accomplished UX Designer and Project Manager with over 20 years of experience in crafting user-centric solutions. I specialize in Visual Design, Design Systems, and Iconography, with a proven ability to lead cross-functional teams in creating cohesive and engaging user experiences across various platforms. My collaborative approach ensures that design and product strategies align with business objectives, driving enhanced user satisfaction and success.

EXPERIENCE

08.2024 to 11.2024

GoPro | Principal UX Designer

In my role as Principal Designer, I focus on the following key aspects to drive design excellence and ensure a cohesive user experience:

- Set the Visual Design Direction: Ownership of the visual design direction for product user interfaces, ensuring alignment with Interaction Designers and Product Managers on goals and vision.
- Lead Visual Design System: Drive the development of a comprehensive visual design system framework that promotes consistency, efficiency, and scalability in product development.
- Oversee Localization Strategy: Manage localization efforts across products, collaborating closely with localization teams to ensure designs are culturally relevant and accessible.
- Adapt Visual Components: Customize visual components, elements, and design patterns to accommodate different languages while maintaining overall visual integrity.

08.2023 to 08.2024

Magnit @ GoPro (contractor) | Visual Designer

Responsible for setting the visual design direction for product user interfaces, including collaboration and framework establishment:

- Collaborated closely with Interaction Designers and Product Managers to define visual design direction.
- Developed a cohesive visual framework to effectively communicate product features and functionalities.
- Aligned visual design with product requirements to ensure clarity and consistency across interfaces.

08.2018 to 06.2023

Meta, Facebook App | Producer

Lead producer for Icon Team and Iconography Systems (Core app iconography, Reactions and Emoji) within the Facebook App.

- Collaborated with cross-functional teams to develop and execute a comprehensive icon system of strategies.
- Managed the end-to-end design process for icon systems from ideation to final delivery, ensuring consistency and quality.
- Led a team of designers to create and maintain a library of scalable, accessible, and inclusive icon systems that met the app's design guidelines and standards.
- Partnered on user research and testing to inform our designs by gathering feedback and insights.
- Worked with product and engineering to ensure integration of icon systems into features and design systems.
- Developed and maintained an operational process to ensure effective and efficient intake, tracking, reporting.
- Responsible for budget guidance, contract development and vendor management.

03.2018 to 08.2018

TekSystems @ Facebook App (contractor) | Design Producer

Responsible for support of core Facebook app and internal tools by triaging incoming requests for icon systems.

- Provided art direction and context for designers to assist them in completing tasks.
- Developed new tracking and reporting processes for artwork requests.
- Managed all purchase requests, purchase orders, vendor and independent contractor partnerships.
- Recognized and developed programs to ensure success and efficiency for the team.

07.2017 to 01.2018

Elementum | Sr. Manager UX

Lead the CoreUX design team in strategy, vision, planning and execution towards a scalable and consistent design system. Built a team that understands the value of a design system's influence on customers and internal teams. Developed and

facilitated partnerships with other members of the R&D organization in product and development to build processes and tools for greater velocity and efficiency.

09.2016 to 03.2017

GoPro | UX Design Operations Manager

UX Design Leader who guided, mentored and supported designers by fostering a safe creative work environment. Responsible for establishing clear roles and responsibilities for level requirements and growth within the design org. Implemented effective strategic planning by aligning company goals and initiatives to user experience and design processes that allowed for iterative, consistent development. Influenced collaboration across groups providing insight, direction and clarity so teams could better align on requirements and experiences.

10.2013 to 09.2016

GoPro | Creative Director of Visual Design

Led and managed a visual design team that consisted of visual designers and production engineers. Responsible for the visual language and implementation of all hardware products.

07.2012 to 10.2013

GoPro | Sr. Visual Designer

Set the visual design direction for product user interfaces by collaboratively working with Interaction Designers and Product Managers. Established a visual framework that effectively communicated the features and functionalities of the product requirements. Visualized user personas and storyboarded use case scenarios.

04.2005 to 07.2012

Lantech | Art Director

Created and maintained brand guidelines. Developed video product marketing materials that included scripting, storyboarding, production shooting and post production editing and distribution. Product photography, including set prep, lighting and post editing. Designed and maintained all marketing materials, brochures, presentations, trade-show booth design and website elements.

01.2004 to 04.2005

Sony Pictures | Sr. User Interface Designer

Lead visual design and prototyping for the CRM platform developed under Sony Pictures. Responsibility included a visual design that adhered to Sony's brand guidelines, CSS and XHTML Development for the web-based platform, conducted internal usability tests. Visual design for email marketing campaigns and newsletter templates for Sony Artists and Record Labels.

10.2002 to 01.2004

Sony Music | Graphic / Web Designer

Lead visual design and prototyping for the CRM platform developed under Sony Pictures. Responsibility included a visual design that adhered to Sony's brand guidelines, CSS and XHTML Development for the web-based platform, conducted internal usability tests. Visual design for email marketing campaigns and newsletter templates for Sony Artists and Record Labels.

09.1999 to 10.2002

Emazing.com | Graphic / Web Designer

Lead designer and content creator for Emazing.com's online greeting card site. Responsible for maintenance and creation of new content that reflected holidays, events and everyday categories. Created and maintained new email templates for Emazing.com's core business of daily tips and newsletters.

EDUCATION

1993 to 1997

Ringling College of Art & Design | Sarasota, FL

Studied Illustration