

AJ Reinhart

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PROFESSIONAL SUMMARY

Experienced UX Designer and Project Manager with 20+ years delivering user-centric solutions that align design strategy with business goals. Proven success leading cross-functional teams to build cohesive visual systems, streamline design processes, and enhance user satisfaction across platforms. Special expertise in Visual Design, Design Systems, and Iconography.

SKILLS & EXPERTISE

UX/UI Design, Interaction Design, Information Architecture, Wireframing, Prototyping, Journey Mapping, Usability Testing, Accessibility (WCAG), Mobile & Responsive Design, Design Systems, Visual Design, Art Direction, Iconography, Logo & Brand Identity, Typography, Color Theory, Layout Design, Digital Illustration, Photo Editing, Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Keynote, Microsoft Office, Google Workspace, Agile & Scrum, Cross-Functional Team Leadership, Stakeholder Communication, Design Documentation, Creative Direction, Roadmapping, Jira, Confluence, Consumer Electronics, Tech & Social Media, Entertainment & Media, Startup & MVP Development

EXPERIENCE

Self-Employed | UX Consultant 03.2024 to Present

- Provide strategic UX and operational consulting for a stealth startup, optimizing product development workflows and team efficiency
- Lead cross-functional collaboration to align design systems and business processes
- Implement project management strategies to improve delivery timelines and stakeholder satisfaction

GoPro | Principal UX Designer 08.2024 to 11.2024

- Owned visual design direction for product UIs, aligning with Interaction Designers and Product Managers on goals and vision
- Led development of a scalable visual design system to ensure consistency and efficiency across products
- Oversaw localization strategy, ensuring culturally relevant and accessible design solutions
- Adapted visual components and patterns to support multilingual content while maintaining design integrity

GoPro (contract) | Visual Designer 08.2023 to 08.2024

- Defined visual design direction in collaboration with Interaction Designers and Product Managers
- Developed cohesive visual frameworks to effectively communicate product features and functionality
- Aligned visual design with product requirements to ensure clarity and consistency across interfaces

Meta, Facebook App | Producer 08.2018 to 06.2023

- Led iconography systems for Facebook App, core app icons, Reactions, and Emoji
- Directed cross-functional collaboration to develop a scalable, accessible, and inclusive icon system
- Managed end-to-end icon design process from ideation to delivery, ensuring quality and consistency
- Supervised a team of designers in creating and maintaining the icon library aligned with design standards
- Partnered on user research and testing to inform design decisions with user insights
- Collaborated with product and engineering teams to integrate icon systems into features and design systems
- Established and maintained efficient operational processes for intake, tracking, and reporting
- Oversaw budget planning, contract development, and vendor management

Facebook App (contract) | Design Producer 03.2018 to 08.2018

- Triaged incoming icon system requests for the core Facebook app and internal tools
- Provided art direction and design context to support team task completion
- Developed tracking and reporting processes for managing artwork requests
- Managed purchase requests, POs, and vendor/contractor partnerships
- Created programs to improve team efficiency and operational success

Elementum) | Sr. Manager UX 07.2017 to 01.2018

- Led CoreUX team in strategy, vision, and execution of a scalable, consistent design system
- Built and mentored a team focused on the impact of design systems on user and internal experiences
- Established cross-functional partnerships with product and engineering to enhance processes and tools for greater efficiency and delivery speed

GoPro | UX Design Operations Manager 09.2016 to 03.2017

- Guided and mentored designers by fostering a supportive and creative team environment
- Defined clear roles, responsibilities, and growth paths within the design organization
- Aligned company goals with UX strategy to enable iterative and consistent product development
- Drove cross-functional collaboration by providing direction and clarity around user and business requirements

GoPro | Creative Director of Visual Design 10.2013 to 09.2016

- Led a visual design team of designers and production engineers
- Owned visual language and execution for all hardware product interfaces and experiences

GoPro | Sr. Visual Designer 07.2012 to 10.2013

- Defined visual design direction for product UIs in collaboration with Interaction Designers and Product Managers
- Created visual frameworks to clearly communicate product features and functionality
- Visualized user personas and storyboarded use case scenarios to support design decisions

Lantech | Art Director 04.2005 to 07.2012

- Created and maintained comprehensive brand guidelines
- Developed video marketing materials, including scripting, storyboarding, production, and editing
- Produced product photography, handling set prep, lighting, and post-production
- Designed and maintained marketing assets, brochures, presentations, trade show booths, and website elements

Sony Pictures | Sr. User Interface Designer 01.2004 to 04.2005

- Led visual design and prototyping for Sony Pictures' CRM platform
- Designed UI aligned with Sony brand guidelines; developed CSS and XHTML for web platform
- Conducted internal usability testing to validate design decisions
- Created visual design for email marketing campaigns and newsletter templates for Sony artists and labels

Sony Music | Graphic / Web Designer 10.2002 to 01.2004

- Led visual design and prototyping for Sony Pictures' CRM platform
- Designed UI in adherence to Sony brand guidelines; developed front-end using CSS and XHTML
- Conducted internal usability testing to improve user experience
- Designed email marketing campaigns and newsletter templates for Sony artists and record labels

Emazing.com | Graphic / Web Designer 09.1999 to 10.2002

- Served as lead designer and content creator for Emazing.com's online greeting card platform
- Designed and updated content for holidays, events, and everyday categories
- Created and maintained email templates for daily tips and newsletter campaigns

EDUCATION

Ringling College of Art & Design | Sarasota, FL 1993 to 1997

- Studied Illustration

VOLUNTEER

UCHealth, Medical Center of the Rockies | Volunteer 2024-Present

- Volunteer event and personnel photographer at UCHealth Medical Center of the Rockies
- Capture meaningful moments that showcase community engagement and healthcare initiatives
- Create impactful visual stories that support the organization's mission and values