Reynold Kissling

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Summary —————————————————————————————————

I am a lifelong learner who is always looking for new ways to grow and develop as a designer and as a human being. I love my dog, playing music with friends, going to local breweries and watching weird movies.

Skills and Training —————————————————————————

- Sketch, Axure, Figma, Invision, Craft, Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD)
- Heuristic Analysis, Architecture Diagramming, Competitive Analysis, Kano Analysis, User Journey Maps
- Microsoft Office Suite (Word, Powerpoint, Excel, Outlook)
- HTML/CSS
- Java, Python, Github, SQL
- Typing: 75 WPM, 14,000 KPH
- Graphic Design, Web Design, and Illustration
- HIPAA, USCIS, EEOC Compliance
- Compliance and Regulatory Oversight

Work Experience —————————————————————————

UX Design Student

Prime Digital Academy - Minneapolis, MN, February 2021 – June 2021
Enrolled in an immersive program to develop skills in UX Design and Research, wireframing, prototyping, conducting user interviews, perform data synthesis and give presentations. Clients I have worked with include:

Group Project: Provision: Generosity Engine
- Provision is a proposed personal finance web app that uses a proprietary feature, called the Generosity Engine, to help people engage in more acts of generosity in their community
- Our client had no concepts for how Generosity Engine would work or what it would look like
- We designed the Generosity Engine to gain knowledge from the user's habits, provide personalized recommendations for donating money and time, and allowing the user to budget their time and donations the same way they would their personal finances
- I primarily designed the guided onboarding, modular and customizable widgets, budgeting data visualizations, and volunteering/donation flows
- Deliverables included research synthesis, style guide, interactive prototype, annotated wireframes, architecture diagram

Solo Project: Lefty Mode
- Lefty Mode is an accessibility tool I designed to improve reachability for lefties on their mobile devices
- Nearly 80% of important UI elements on mobile websites are placed in areas of the screen that are considered unreachable for lefties
- Lefty Mode physically moves those UI elements to the left side of the screen to make them more reachable
- Lefty mode is quick to enable, easily reversible, and customizable for the user
- I am currently working with a developer to bring Lefty Mode to market as a mobile app

Group Project: Northstar Behavioral Health
- NBH wants to engage with a larger audience and maintain engagement across multiple touchpoint
- Engaged in stakeholder interviews and performed secondary research to learn more about the problem space
- Designed suite of physical media touchpoints as well as a mobile app to bring users to NBH and keep them engaged throughout the entire spectrum of treatment and into recovery

Solo Project: Finotta
- Finotta is a mobile app designed to let users build their wealth, and features a "health score" that goes up as the user completes tasks
- Engaged in stakeholder interviews and performed Kano analysis to learn Finotta's goals and determine user needs
- Designed and proposed four new features to refine onboarding, introduce more gamification, enhance dashboard functionality, and provide feedback to the user for their actions
- Delivered features using annotated wireframes to Finotta CEO

Group Project: MN SNAP (Minnesota Spay/Neuter Assistance Program)
- Performed Heuristic Analysis of MN SNAP's website to determine positives as well as pain points ahead of a planned site redesign
- Conducted Remote Moderated "Think-Aloud" sessions to determine how users currently navigate the site
- Presented key findings to improve site navigations, registration for spay/neuter services, and the donation process

Graphic Designer
Freelance - Minneapolis, MN, May 2008 – Present
Provides high-quality graphic art to a variety of clients across the Midwest consistently on-time and under budget. Crafts designs across a range of mediums including fonts, logos, typography, print media, web banners, and websites. Selected clients include:

Dad Parade: *Midwest-based comedy troupe. Provided logo, web banners, and print media*
K-9 Angels: *Texas-based animal rescue. Provided logo and print media*
Minneapolis College of Art and Design: *Provided large-scale permanent art installation*

Account Manager
Masterson Staffing - Little Canada, MN, December 2019 - February 2021
Provided highly-qualified talent to large financial institutions, managed and supervised talent for the client, and oversaw all compliance and regulatory oversight of the account
Talent Acquisition Manager
Masterson Staffing - Bloomington, MN, June 2019 - December 2019
Recruiter
Masterson Staffing - Bloomington, MN, June 2018 - June 2019

Assets Protection Team Leader
Target Corporation - Chanhassen, MN, November 2014 - December 2017
Ensured the safety and security of guests, team members and property, documented theft/fraud and security incidents, hired and trained talent, provided intelligence to relevant partners

Education ———————————————————————————————

User Experience Design Certification - Prime Digital Academy
Graduation Date: June 2021
Studied Computer Science - Metropolitan State University
Completed courses in Python, Java, SQL, and Github
Attended August 2018 - May 2020
Bachelor of Fine Arts - Illustration, Minneapolis College of Art and Design
Graduation Date: May 2008