

# Jules Konig

Product Designer

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## About Me

### I am...

A UX generalist who's spent decades designing innovative experiences for desktop, mobile, exhibits, and museums.

### I'm most proud of...

Leading the design for over 30 unique experiences for Adobe, Google, HP, Intel, Microsoft, Samsung, and many more.

### Expert user of...

Figma, Adobe Suite, Jira, Webflow, Cinema4D, Whimsical, HTML, CSS

### Work featured in...

CommArts, SEGD, Adobe Creative Cloud Blog, Ad Age, and HOW Design Magazine

### Received recognition by...

Horizon Interactive Awards, HOW International Design Awards, Themed Entertainment Awards, FWA, and IxDA

## Education

### B.S. Visual Design and Communication

San Francisco State University

## Experience

### Section4

#### Senior Product Designer Jul 2021 - May 2023

I led the design team, fostering collaboration and innovation while elevating skills. I developed forward-looking concepts and prototypes, collaborating closely with the Head of Product to define a robust roadmap aligned with business goals and user needs. I introduced, implemented, and maintained an impactful design system, enhancing efficiency and cohesion across the product team. Through adept cross-functional collaboration, I optimized outcomes, from refining flows to successful rebranding initiatives.

### Freelance

#### Product/Visual Designer Nov 2015 - Current

I spearheaded logo design, visual strategy, and marketing for Focused, a San Francisco productivity startup. I revitalized WorkFlowy's apps, enhancing UX and visual branding. I crafted immersive Intel Museum exhibits and created captivating digital experiences. I defined Exelon's Baltimore HQ visual identity, enabling interactive exploration through custom illustrations.

### Stimulant

#### Art Director/Design Lead Sep 2008 - Sep 2015

I led visual, UI, and motion design efforts using innovative technology to address unique client challenges. I orchestrated visual development across diverse projects and nurtured junior designers for growth. I pioneered visual identity across interfaces, from websites to apps, reinforcing style and voice. I collaborated closely with developers and business teams, resolving intricate challenges. Juggling multiple projects, I managed timelines and expectations for successful outcomes.

## Additional Experience

### Fluid

#### **Creative Director/Design Lead**

Fluid is a pioneering full-service strategy, design, and technology agency, revolutionizing digital shopping through innovative commerce experiences and transformative software.

**The North Face:** As the Creative Director for thenorthface.com account, I led a multidisciplinary team to conceptualize and actualize an unparalleled retail shopping experience, spearheaded the integration of groundbreaking 3D product and zoom features, advanced filtering mechanisms, and personalized product customization.

**Reebok:** Served as the lead designer for RBK Custom, a groundbreaking Reebok offering enabling customers to create fully personalized Reebok shoes.

**JanSport:** Forged the design trajectory for the website, product finders, customizers, and digital campaigns, shaping an engaging and coherent digital presence.