



MITCH LENZEN

product & service design director

mitchlenzen.com
mitch.lenzen@gmail.com
551.482.0902

I'm a truly earnest leader who understands that the best solutions evolve out of the most trusted relationships. I believe in finding common ground between customer outcomes, business goals, and technical feasibility. I bring humor, humility, and a lifelong love of the creative visual arts. I'm deeply committed to inclusivity in the workplace, as well as the products and services I develop. I encourage open communication, share project ownership, and keep the drama where it belongs—in the design!

ACCOMPLISHMENTS

- Guest speaker at Adobe Xd's Creative Jam Austin. Presented case studies highlighting the benefits of creating and maintaining design systems to over 200 local designers
- Successfully deployed the Ingram Micro Design System, allowing product teams to go from design to code faster and more efficiently, while creating a consistent experience for customers
- Streamlined UPS's shipping user flow for customer ease of use, resulting in an increase of \$157MM in revenue within first year of launch

SKILLS

UX / UI Design & Creative Direction • Design Systems • Design Thinking • Prototyping • Design Sprints • User Research & Testing • Strategy • Identity / Branding • Leadership / Mentoring

SELECT AWARDS

- 2018 Business Insider Intelligence's Delivery Trust Survey, best package tracking features
- 2015 Austin ADDY Awards, UPS Sustainability, Digital Advertising, Website B2B, Silver
- 2014 IAC Award, UPS iPad App, Best Professional Services Mobile App
- 2009 New York ADDY Award, SpaceToInspire.com, Silver
- 2004 London International Advertising Award, GetKidsInAction.org, Finalist

RELEVANT EXPERIENCE

Dell // Sr. Manager, Product Design, 07.19 - present

- Leads an international team of 10+ product and service designers, creating best-in-class customer support experiences. Mentor all as direct reports, working on long and short term team and career growth
- Responsible for planning and resourcing for a \$15MM+ budget
- Implemented an iterative design sprint process with design, product, engineering, and business stakeholders and documented in the Design Sprint Playbook for training purposes
- Secured training for all direct reports, resulting in Design Sprint Master Certification for four designers and counting

T3 Austin // Associate Director, Product Design, 02.19 - 05.19

- Created and evolved design systems for Ingram Micro and UPS
- Led multidisciplinary user experience design, visual design, and development teams for agency clients
- Sprint planning and user testing for client design projects
- Promoted product and service design methodology both within the agency as well as externally through public speaking engagements and written articles



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RELEVANT EXPERIENCE

(cont'd)

T3 Austin // Associate Creative Director, 07.15 - 02.19

- Directed multidisciplinary teams in the design of native mobile, chat, voice, and responsive web apps for UPS, Home Depot, IHG and Ingram Micro
- Led user experience and creative teams for UPS Digital and Mobile Customer Experience across the Austin and Atlanta offices
- Led successful bids for organic and new business growth, totaling nearly \$11MM across multiple UPS account verticals
- Developed strategic vision and product roadmap for UPS Mobile customer experience
- Won design and development responsibilities for UPS's Marketo platform

T3 New York // Associate Creative Director, 05.08 - 07.15

- Creative leadership for teams distributed across the New York, Austin, and Atlanta offices
- Led creative concepting and execution for a successful pitch to become UPS's social media agency of record
- Created the UPS Social Media Playbook, allowing for streamlined branding for UPS, internal creative teams, and 3rd party vendors
- Led creative and user experience for JPMorgan Chase credit cards; including a brand reboot for the Ink From Chase small business card

T3 New York // Senior Art Director, 03.06 - 05.08

- Led creative concepting and art direction for Marriott Hotels & Resorts digital campaigns
- First creative hire for New York office

Tribal DDB Chicago // Art Director and Flash Developer, 04.02 - 02.06

- Responsible for art direction, illustration, website and digital campaign development
- Design and development for Budweiser.com and Gatorade.com

Various // Freelance Art Director and Flash Developer, 06.98 - 04.02

- Real estate website design and development
- Interactive game design and development
- Technical illustration for Robotix and Thomas & Friends toy brands

TECHNICAL SKILLS

Figma • Sketch • Abstract • InVision • Zeplin • Adobe CS • HTML/CSS • AEM • Miro

EDUCATION

Columbia College Chicago - B.A. Art and Design, 06.98

Design Sprint School - Design Sprint Master Certificate, 11.19

ETC.

When I'm not working, I'm in my garage art studio drawing, painting, working on projects around the house, gardening, rooting for my hometown Chicago Cubs, playing harmonica, or hiking with my rescued foxhound, Earnest