

JEFF BARTENBACH

Product Design Leader

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📍 Los Angeles, CA

EXPERIENCE

Principal Product Designer

Daily Harvest

🏢 May 2019 - Present 📍 New York, NY

Work with Product Managers, Engineers, and Data Analysts to create new e-commerce experiences on both web and mobile.

Own and maintain the product design system and management using Abstract.

Head of Experience

Wyze Labs

🏢 May 2018 - May 2019 📍 New York, NY

Redesigned the UX from the ground up for a new mobile experience that simplifies daily interactions of complex smart home products for everyday customers.

Implemented a sprint process with Product Management and Engineering teams to organize incoming work.

Work with Customer Support to uncover user needs and prioritize improvements with the biggest impact.

Collaborated with the C-Suite to create a Brand Guide ensuring consistent experiences across all customer touch points.

Lead a team of UX designers covering Mobile and, Web.

VP of Experience

Wink

🏢 Nov 2013 - May 2018 📍 New York, NY

Hired and organized design team to deliver interactions of over 60 products within the first 8 months.

Presented design solutions to 15 industry-leading consumer brands demonstrating their products on the Wink platform.

Designed the Wink architecture to easily scale the business to 40+ partners and over a million users.

Organized a Research Team exploring users' core needs.

Set up quality hiring processes to ensure top talent and mentored the team, promoting individual growth and balance of skills.

Implementation foundational design practices; user experience principles, UX patterns, qualitative and quantitative research, cross-discipline collaboration, and peer review and critiques.

LIFE PHILOSOPHY

The best path to success stems from helping others to succeed.

MOST PROUD OF

📢 Launching a successful consumer product as a design leader

★ Hiring, mentoring, and leading a rockstar team of designers

📦 Designing innovative experiences that have led to numerous patents and praised for their simplicity

EDUCATION

M.S. Media Arts and Science

Indiana University

🏢 Jan 2004 – Dec 2005

B.A. English Literature

Indiana University

🏢 Aug 1994 – June 1998

SKILLS

Human-Centered Design, UX Design, Interaction Design, Graphic Design, Motion Design, Storytelling, Video Editing, Mentorship, Presenting, Leadership

EXPERIENCE

Product Designer

Quirky

📅 June 2013 - Nov 2013 📍 New York, NY

Designed and prototyped the first version of the Wink mobile app, selected as the exclusive partner with The Home Depot.

Senior Interaction Designer

Teague

📅 April 2009 - June 2013 📍 Seattle, WA

Drove the development of the software prototyping discipline, introducing patterns and techniques to allow rapid development of new ideas for testing and client engagement.

Built dynamic interactive prototypes using Javascript, HTML, CSS, ActionScript, and Java.

Led Interaction Design, Industrial Design, and Research teams on long-term projects. Created decks to tell compelling stories that demonstrated design thinking processes and presented to clients.

Mentored Junior Designers by giving ownership along with meaningful feedback and critiques.

Designed user interfaces and new experiences using Illustrator, Sketch, Photoshop, After Effects, and Flash.

Created high-quality videos to demonstrate future experiences for Fortune 500 companies such as Microsoft, Intel, Hewlett-Packard, and Boeing.

Ran every aspect of the creation process including concepts, storyboards, shooting, directing, and editing.

Visiting Professor - Interaction Design

University of Washington

📅 Fall 2012 📍 Seattle, WA

Taught a semester-long project walking students through the design process starting with assumptions and a design brief aimed at reducing food waste, and then taking them through the journey of doing research, validating feedback, designing concepts, making prototypes, and pitching their ideas to the class.

Mentored students through group exercises and individual feedback based on their contributions to the projects.

TEACHING

Visiting Professor, Fall 2012

University of Washington

D381 | Case Studies in Interaction Design

Adjunct Faculty, Spring 2006

Indiana University

N202 | Scriptwriting

Associate Instructor, Fall 04/05

Indiana University

N100 | Foundations of New Media

PANELS/TALKS

IoT: What's Now, and What's Next
NYC Media Lab

Panelist

📅 June 2015

State of the Smart Home
Dwell and Northside Festival

Panelist

📅 March 2015

User Experience and the
Internet of Things

Speaker

📅 December 2014

INTERESTS

Entrepreneurship
Street Photography
Filmmaking
Writing Fiction
Theoretical Physics