

JAMES KUNTZ

PRODUCT DESIGNER

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Saddle River, NJ
www.jameskuntz.com

PROFILE

Design is storytelling.

I care about designing products for real people, focusing on ease-of-use, usability, accessibility, and function. My unique combination of technical skills and storytelling ability make me an asset for any team. With **5 years of industry experience**, I lead teams, collaborate with stakeholders, and deliver impactful designs. I excel at user research, data synthesis, and design thinking, creating visually appealing interfaces that prioritize usability while promoting business objectives.

EDUCATION

SUNY OSWEGO

Oswego, New York | 2022 - 2023
MA, Human-Computer Interaction | 4.0 GPA

OBERLIN COLLEGE

Oberlin, Ohio | 2008 - 2012
BA, Political Science | 3.5 GPA

SKILLS

I have experience working with teams to **brainstorm** and **whiteboard** concepts. I can create **wireframes** at varying levels of fidelity, and can bring them to life via **prototyping**. I also have front-end and middle-tier **programming** experience, and enjoy working with devs, designers, and users to flesh ideas out. I have worked on distributed teams using version control systems (**Microsoft TFS**, **Git**) and have utilized agile methodologies for project development (**Jira**, **Confluence**, **Trello**).

Software I am familiar with:

- Figma + Zeplin
- Axure RP
- Miro
- Sketch
- Photoshop/Illustrator
- Bootstrap
- HTML/CSS
- JavaScript
- C#
- Java

WORK EXPERIENCE

CPR Tool - SUNY System + IBM

January 2023 - May 2023

Usability Lead (Contract)

Oswego, NY

In collaboration with IBM, the SUNY university system commissioned a software development team to redesign a "Calibrated Peer Review" (CPR) web application. I led the Usability team, who were tasked with redesigning and developing the entire CPR platform for professors to utilize by Fall 2023. The final product solution led to:

- 82% of instructors are **able to create a course & assignment in <1 minute** - up from 28%
- 88% of instructor users are **able to manage students and teams in less than 90 seconds**
- 92% of instructor users made **successful use of a facilitated download process**

Downtown Sports Club

August 2018 - June 2023

UX Designer/Developer (Contract)

Mahwah, NJ

Responsible for developing the brand style, overseeing marketing efforts, and development of the company website for this multi-sport facility. In addition, I design social media content and assets, develop landing pages, create advertising campaigns, and manage analytics.

- Redesigned website and SEO optimization **increased web traffic by 20%**
- Mailchimp **marketing campaign reach increased by 1000%** (500 contacts to 5000+)
- Research led to development of highly profitable pickleball program
- Digital marketing campaign led to **two summers of sold out camps** for youth basketball
- Research identified opportunities for programs operating during off-peak hours

Parisi Prep Academy

August 2019 - April 2020

Director of Operations

Franklin Lakes, NJ

- Led a team of communication, marketing, and design professionals and created digital, video, audio and print content for an athletic training/schooling program for 8th graders during their gap year
- Academy **sold out for the 20-21' year** - enough demand to **expand to a second location**
- Managed media relations and develop contacts with media members from *The Bergen Record*, *The NY Times*, and CBS network, in addition to influencers & community leaders
- Led the development of the school website in addition to digital offerings for other Parisi businesses, including the [Fascia Training Academy](#) and the [Parisi Speed School](#)
- Developed policies/procedures for business dev., marketing, curricula & academics

The LionFish Co.

August 2019 - April 2020

UX Designer/Developer (Contract)

Remote

Managed all areas of websites including initial ideation, design, development, marketing, research, SEO & analytics. Clients included [Piero's Italian restaurant](#), [Marabu Ink](#), [La Trova leather](#), B Well Balanced yoga, and Mt. Laurel OB/GYN.

- **25% of Piero's restaurant reservations now come from website** via the OpenTable API
- **Event bookings for Piero's restaurant increased 30%** following the website launch
- Piero's now the **3rd highest in Google search rankings** for Italian restaurants in Las Vegas
- Landing page for Marabu Clearshield Laminate generated **80+ customer leads**
- Landing page for La Trova Italian Imports generated **40+ customer leads**

MORE →

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UX RESEARCH

"UX Research Study: Historical Empathy in Virtual Reality"

HCI Master's Thesis | 2023

This research study aimed to quantify the emotional impact and resonance of a historic event experienced in VR as compared to two different mediums: (1) 2D video and (2) text with images.

- 27 participants were tested in this between-subjects research design
- Statistical analysis included ANOVA in addition to descriptive statistics
- Data supported the hypothesis that **VR would lead to a higher level of presence in participants**

"UX Design Proposal: ExhibitCrafterXR"

Personal Project | 2022

ExhibitCrafter XR is proposed design solution for a first-person virtual reality content creation tool, targeted at museums. Research study conclusions include:

- Users want to **preview content in real-time within the virtual environment**
- Users want a **seamless integration of 3D modeling tools in a VR workspace**
- **Users expressed interest in finger-based gesture controls**, but disagreed on how gestures map to actions

"UX Design & Business Proposal: The Rinse & Repeat Laundry App"

Personal Project | 2022

A design proposal and business report for a mobile laundry service targeting students on college campuses.

"UX Design Proposal: The DailyHealth Fitness App"

Personal Project | 2022

A design proposal and user research study for a mobile application focused on fitness and nutrition.

WORK EXPERIENCE (CONT'D)

GL Homes

Dec 2018 - July 2019

UX Developer (Contract)

Sunrise, FL

Part of a team that developed two applications (web and touchscreen) for the launch of several new residential communities. Responsibilities included researching competition and users, redesigning and developing new residential communities' websites, creating assets, conducting user/usability testing, mapping user journeys, & designing customer interfaces.

- Calls from website leads to GL Homes agents **increased by more than 50%** after redesign
- Website lead conversions into **homebuyers increased from 1% to 2.8%**
- **User traffic increased by 80%** following website redesign

Road Runner Moving & Storage

May 2018 - September 2018

UX Designer/Developer (Contract)

Miami, FL

Developed three software & mobile applications using C#, JavaScript, and HTML/CSS for the moving, storage and transportation industries. Created images, wireframes, user task flows, prototypes, and conducted usability testing. Managed two in-house college interns and led a team of five remote PHP developers. Products created at Road Runner include:

- MoverXPro360 - transportation management software for businesses
- MoverInventory - inventory management app (**4.5/5 reviews & 1000+ downloads**)
- Shiplux - vehicle transport service, **over 1000 vehicles shipped in 5 years**

The WWII History Project

March 2017 - March 2018

CTO (Volunteer)

Deerfield Beach, FL

Developed a digital platform to access six years of interviews with WWII veterans & preserved thousands of primary documents for the archive of this 501(c)(3) non-profit.

Sphere Technology Solutions

August 2015 - November 2015

Jr. Web Developer (Contract)

Jersey City, NJ

Sphere works with Fortune 100 companies to remediate data, close security gaps, and meet compliance requirements. As a Jr. Developer, I developed core features of the primary product SphereBoard using C#, JavaScript, HTML/CSS, which included:

- Identifying broken and disparate databases, datasets, spreadsheets, user- and group-hierarchies, and other security vulnerabilities
- Leveraging 3rd party applications like Splunk to find relationships with events and activities based on factors such as time, location, or custom searches
- Visualizing trends and characteristics with custom dashboards, charts, and reports

Madison Performance Group

December 2013 - March 2015

Jr. Web Developer

New York, NY

Madison provides clients with the tools to identify, reward, and incentivize employees. As a Jr. Developer, I developed new applications and improved legacy systems, including Madison's primary B2B recognition application Maestro.

zeebox (now Beamly)

October 2012 - June 2013

Content Producer

New York, NY

An award-winning social TV app available for mobile devices, tablets, and the web.

- Designing and coding new product features, widgets, showpages, and more
- Maintaining relations & training/support to external partners (HBO, NBCU, Viacom)
- Drafting user testing plans, leading usability testing, supporting 3rd party experiences