

Jared Steinmark

CONTACT

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SUMMARY

I am an **experience designer** interested in exploring the connections between **digital and physical environments** through engaging, user-centered design.

Throughout my career I've had the privilege of solving an extremely diverse set of problems from—the best way to **manage peoples expectations in an airport**, to **standing up a whitelabel brand bringing e-com to the automotive industry**. In addition to working on diverse set of projects I've been able to operate at multiple levels from helping **define bluesky strategic opportunities for brands**, to running deep **ethnographic research studies**, to **executing pixel perfect wireframes**.

SKILLS

Strategy User Research Ideation Workshops	Journey Mapping Information Architecture	Prototyping Wireframing Visual Design
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XD Sketch Illustrator	Figma inVision Photoshop	Principle Miro InDesign
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POSTS

Evolving the UX Paradigm:
How automakers can outsmart the smartphone

The Internet of Things:
What do I do first?

INTERESTS

What am I doing when I'm not designing?

Making & building.

From food, to speakers, to beer. When you make something you learn intrinsically how the product works and why a particular thing has value. It's also really fun.

Recently Made:
An outdoor dining room to deal with restaurant withdrawal.

EXPERIENCE

Epam Continuum (*formerly Continuum*)
UX Designer & Strategist 2016 - Present

- To improve the in-airport experience, I designed and installed a functioning prototype inclusive of mobile app, and digital signage in an airport to test the feasibility of the designs in real world scenerios.
- Lead research workshop with C-suite of a popular sandwich brand to help define their digital roadmap and strategy.
- To understand consumer loyalty programs I discovered the secret to getting customers to actually download your app—hint—incentivize it
- In designing the shopify of the automotive space—I lead six workstreams embedded in a large automotive tech company designing the retailer experience which manages everything required to run a dealership.

Hawkmark Studio
Co-Founder + Graphic Designer 2013 - 2018

- Designed and built graphics and signage using laser cutter.
- Created and executed branding and packaging.
- Laser cut jewelry, housewares and art.

Klopfert Martin Design Group
Architectural Designer 2013 - 2016

- Implemented and designed new website.
- Developed regular content including, graphics, blog posts and photography.
- Assisted principals and project managers with all levels of projects, from design ideation, 3D modeling, rendering, and construction documents.

Radlab
Project Manager, Designer / Fabricator 2011 - 2013

- Led the design of the company website and marketing materials.
- iPad App Wireframes for space planning application
- Designed and fabricated furniture using three- and five-axis CNCs.

Artforming
Interaction Designer 2009 - 2015

- Designed, built, and installed a large-scale interactive installation in the Cyclorama commissioned by SHIFTboston for the 2011 Moon Ball event.

EDUCATION

General Assembly <i>User Experience Design Immersive</i>	2016
Wentworth Institute of Technology <i>Master of Architecture</i>	2011
Wentworth Institute of Technology <i>Bachelor of Science in Architecture</i>	2010