

Kirstin Plate

About Me

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Portfolio: www.kplate.info

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Experience

Design Lead

Ford Motor Company

2022 to Current

Experience design lead for the Global XD group specializing in digital product development, content strategy and innovation.

Design Director

Useful

2018 to 2022

Digital development of mobile apps, web platforms and SaaS. Leadership for strategy, UX and visual design. From e-commerce to healthcare, delivering best-in-class experiences to market. Innovation strategies, user-centered design and iterative development. Team building, mentorship and vendor management.

Design Director

Ora Interactive

2016 to 2018

Award-winning digital experience agency building technology for clients like Disney, Ego, South Eastern Grocers and Sears, along with a wide range of start-ups and entrepreneurs. Delivering user-centered experiences to market. Team lead, client liaison and developer consultant.

Creative Director

Los Angeles Times, Chicago Tribune (tronc)

2013 to 2016

Leading cross-functional teams in the creation of digital-first content experiences for the Los Angeles Times Branded Content division and the Chicago Tribune National Sales division. Partnering with the California Lottery, Hangar1 Vodka, JetBlue, Jewel Osco and Menards along with the teams at all nine Tribune Properties.

Designer & Editor

Freelance

2008 to 2016

Partnering with clients to design and develop brands, products, campaigns and experiences from start to finish.

Education

University of Cincinnati

College of Design, Art, Architecture & Planning

Bachelors of Design

Expertise

Design

- Product Design
- Content Creation
- Marketing
- Branding
- Design Systems

Product Development

- User Experience (UX)
- User Interface (UI)
- Mobile Web, App Design
- B2B & B2C
- E-Commerce

Strategy

- Journey Mapping
- Competitive Analysis
- Interviews & Workshopping
- Information Architecture
- Copy Writing & Editing

Project Management

- Scoping & Estimates
- Roadmapping, Timelines & Budget
- Pitches & Presentations
- Vendor Management