



Tim Kordik UI/UX/Visual Design + Brand

Contact

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Broomfield, CO
425.591.1128

Education

California State University at Long Beach
Bachelor of Fine Arts
Visual Communication
Cum Laude Academic Honors

Additional portfolio work and references available upon request. Recommendations and endorsements can be viewed at www.linkedin.com/in/timkordik

C3LX Broomfield, CO

Senior UI/UX Designer
Oct 2018 - Present

Product: Responsible for design thinking and user-centered insights-driven design process, leading to actionable design updates and original designs for C3LX platform products and custom software development projects (consulting). Google and Capital One client user testing for Point C relocation tool from Plus Relocation and original design of multi-tenant Point C admin portal. Original UI/UX design for Zoë student assessment Web application, including design of admin portal and automated email layouts (SendGrid). Marketing: Redesign and launch of responsive sister sites for C3LX and C3LX consulting. All printed and visual design support for digital and printed marketing assets for C3LX Patient Engagement Platform and Zoë assessment tool including weekly MailChimp emails. Video creation and editing, Squarespace content creation and management and the creation of an interactive customer journey map for the global mobility team at Edwards Lifesciences.

Nutrislice Broomfield, CO

UI/UX/Visual Design
Jul 2015 - Sept 2018

Lead product designer for all Nutrislice core digital offerings: Digital Menus, Signage, and Online Ordering. This includes UI and UX design for both front-end and back-end admin tools and dashboards as well as the complete re-design of the digital menus front end experience (responsive Web app and native apps). Ownership of the Nutrislice brand, which includes company logo re-design, all printed and digital sales collateral, video production, trade show booth design and collateral, two separate re-designs of Nutrislice.com, digital signage templates and custom digital signage content.

Datalogix Westminster, CO

Senior Designer
Aug 2014 - Jul 2015

The first designer hired into the company and tasked with the creation of a B2B-focused in-house creative team. Hands-on design work for print and digital sales collateral to support key business verticals (Automotive, CPG and Retail), graphic design for office fixtures (walls and doors), and t-shirt design for promos and swag. Social media graphics and landing page designs as well as C-suite presentation design and UI design for desktop-focused, client-facing analytics dashboards.

Precor Woodinville, WA

Senior Designer
Jul 2011 - Aug 2014

Responsible for brand-driven design and production of B2B and B2C online and printed materials, advertising, point-of-sale, merchandising, trade show, on-product instructional illustrations and managing a small team. UX and UI design for Precor.com (desktop and mobile sites), AMTfitness.com and Preva.com microsites. Lead art director for multiple studio and on-location photo and video shoots for commercial and home fitness products.

Amazon.com Seattle, WA

Sr. Visual Designer
Jan 2009 - May 2011

Visual design lead for Kindle device merchandising and cross-platform products. Some key responsibilities include: robust web module design, on-site and off-site merchandising, icon development, and display advertising campaigns. Notable successes include original UI design and icons for early versions of Kindle for iOS, Mac and PC, Kindle exclusive eBook cover design for Stephen King's "UR", design of \$25 and \$50 Kindle retail gift cards, and the redesign of the Stanza iOS app icon. Additional responsibilities include CEO level Keynote presentation design and all art direction for (e-Ink) Kindle product and lifestyle photography.

Contract Designer
Oct 2008 - Jan 2009

Responsible for design and production of large-scale Flash display A/B tested advertising campaigns for placement on multiple ad serving networks and the Amazon Associates Network.

Technical Skills

Advanced Knowledge:

Adobe CC: Photoshop, Illustrator, InDesign, Acrobat Pro, and Bridge. Sketch, Camtasia, Invision App, Apple Keynote, Microsoft Office, Google Docs, Slides and Forms.

Intermediate Knowledge:

Framer X, HTML, CSS, Adobe Premiere Pro, Windows OS, photographic color correction and re-touch, Pardot, MailChimp, Squarespace, WordPress, and Google Analytics.

Freelance + Contract Clients

Precor Inc.
Oblique Design
Microsoft XBOX Ad Business Group
Laughing Dog Brewing Co.
Selkirk Abbey Brewing Co.
Hi-Fi Brewing Company
Triplehorn Brewing Company
West Coast Corvettes
RainierTek Consulting
Scott Berkun (Author)
Susan Ford Collins (Author)
Tom Rogers (Author)
Sound Family Medicine
Calvary Chapel Pacific Coast
Talio Inc.

Publications + Awards

CMYK Magazine
Printing Control Graphics:
Diamond Award March 2008
LogoLounge 1 (2006)
LogoLounge 4 (2008)
LogoLounge 5 (2009)
LogoLounge 6 (2011)
LogoLounge 8 (2014)
2012 Precor Pinnacle Award
Society for Technical Communication:
2014 Award of Excellence