

KURT DAHLSTROM

PRODUCT & CREATIVE MANAGEMENT

Product & Creative

Innovative and decisive Creative professional with extensive digital and social media experience, a comprehensive design background, and solid cross-functional team leadership skills. Adaptable and communicative manager for diverse artistic staff, providing cohesive vision, focused on developing and delivering integrated branding. Key marketing strategist with superb analytical skills. Highly accomplished architect of dynamic cross-platform user interfaces.

UI & UX Experience

- Provided comprehensive creative vision through design innovation, strategic direction, and market intelligence, setting companies apart from competitors.
- Created well-known applications, including Top 6 iPhone App featured by iTunes US store.
- Collaborated with marketing teams from Samsung, CBS, NBC, and FOX to increase product reach.
- Shaped standards through creation of "design style guide" for corporate web and marketing presence, unifying all business branding.
- Delivered over 50 million views by conceptualizing and developing systems to create memes from live TV (patent pending).
- Led connected device initiatives, including creation of custom product for real-time Twitter integration, combining network based data with social based TV trends.
- Designed user-friendly, upgraded trading interface for E*TRADE Financial's website.
- Established clear, practical user interface standards and practices for web projects.

Management Experience

- Built, inspired, and successfully led creative and development team comprised of web, print, branding, illustration, video, and mobile disciplines, fusing engagement across platforms.
- Collaborated with CEO and investor relations to determine and perform corporate design and presentation needs.
- Directed website development, managing design process and incorporating executive input.

Work Experience

- 2015 - 2016 **Co-Founder**
Growroom, Oakland, CA
- 2010 - 2015 **Head of Product / Creative Director**
memeTV, Emeryville, CA
- 2008 - 2010 **New Media Designer**
Kurt Dahlstrom Design, Waxhaw, NC
- 2000 - 2010 **Multimedia Designer**
E*TRADE Financial, Menlo Park, CA
- 2000 - 2010 **Photographer**
Motorsport.com, Miami, FL
- 2000 **Art Director**
Redladder.com, San Francisco, CA

Contact Information

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Areas of Expertise

- UI and UX Design
- Creative Direction
- App Design & Development
- Team Building
- Digital, Video & Print Design
- Brand & Identity Development
- Social Media Engagement
- Resourceful Leadership
- User Experience & Interaction
- Communication
- Art Direction & Innovation
- iOS & Android Design
- Presentation Design
- Photography

Education

Major: Business
Coe College,
Cedar Rapids, IA

References

Available upon request