



# MICHAEL FOLTZER

UXUI DIRECTOR / DESIGNER / INNOVATOR / ART DIRECTOR



## CONTACT



646 .266 .5016



michaelfoltzer@gmail.com



michaelfoltzer.com



4881 Cass Street, San Diego

## SKILLS

- UXUI Direction, Strategy & Design
- Technology Solutions & Platform Design
- Brand & Product Innovation
- Art Direction
- User Testing & CRO Strategy
- Team & Client Management
- Wireframing & Prototyping
- Email Drip Strategy & Testing
- Branding & Brand Management
- Campaign Strategy & Design
- E-commerce Strategy & Innovation
- Social Media Marketing & Design
- Paid Advertising Strategy & Design
- Search Engine Optimization
- CSS, React, HTML, CMS, Java, Pega
- Photography & Video Production

## SOME SOFTWARE

- Adobe Creative Suite
- Sketch, XD, Figma, Invision, Zeplin
- Google Analytics & Ad Words
- Pega, Wordpress, Salesforce, Shopify
- Final Cut Pro, Lightroom, After Effects
- Hubspot, IBU & Ion Interactive
- Jira, LP, Harvest, BaseCamp, Trello
- Heat Mapping & Recording Softwares

## EDUCATION

### The Art Institute of Philadelphia

Bachelor of Science in Graphic Design,  
Advertising & Photography

## EXPERIENCE

### 2010 - PRESENT Michael Foltzer Co, Los Angeles, San Francisco, San Diego, CA

#### Chief Creative

- UXUI consulting, strategy, user testing, CRO and design
- Brand and product innovation

*Some Projects: Redbull High Performance branding, GoPro event app design, Sony e-commerce UXUI design, MTV campaigns digital & print, UFC branding, Spike TV rebrand, Red Box UXUI*

### 2019 - 2021 Hoverstate, US & Italy

#### Director of User Experience & Product Innovation

- Design technology solutions for enterprise brands internally and consumer based
- Create custom applications and solutions for enterprise level clients
- Lead human centered design strategies across all projects and development platforms
- Lead creative for new business development pitches, engagements and meetings
- User testing and conversion rate optimization strategy & execution
- Manage and mentor UXUI employees and clients

*Some Projects: Warner Music Group artist & vendor management app, United Healthcare E-commerce UXUI innovation, Moffitt Cancer Center patient & internal management app*

### 1/1 | 2019 - 10/1 | 2019 Byte, Los Angeles, CA

#### Director of User Experience & Design (Contractor)

- Creative direction and design for e-commerce sites, digital products and apps
- Evaluate & assess customer experiences to improve brand & online shopping experiences
- Concept and create new digital products for brand growth and customer engagement

*Some Projects: Design & strategy for Customer Account Center app, Company rebrand, Design & strategy for websites, E-commerce & Shopify*

### 2017 - 2019 Tony Robbins, San Diego, CA

#### Director of User Experience & Product Design

- Creative direction and design for e-commerce sites, digital products and apps
- Monitor & assess customer feedback on brand, online experiences & digital products
- SEO, CRO, user testing & strategy

*Some Projects: UXUI Strategy & design for Breakthrough app & Wealth Mastery app, E-commerce strategy & design, Event campaigns on-site and digital, Members Portal app*

### 2016 - 2017 Youtily, San Diego, CA

#### Art Director & Product Innovator (Contractor)

- Creative & design direction for brand, digital products, advertising & paid media
- Product strategy & innovation
- Analytics, user testing, CRO

### 2014 - 2016 Elevated, Carlsbad, CA

#### Senior Lead UXUI Designer

- Lead creative & UXUI design strategy across all projects
- Concept and design unique and effective user experiences for websites & products

*Some Projects: UXUI redesign for Welk Resorts websites/brands, UXUI strategy & design for Brint Footwear website, UX strategy & innovation for Osiris Skate Co E-commerce sites*



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*Michael and I have worked together over the past 6 years in two different tech startups. His services are his relentless pursuit to great design and except nothing but stellar work. He welcomes collaboration and on numerous occasions has gone the extra mile to make unrealistic deadlines that seemed near impossible.*

### Jayson Jones

VP Marketing | SkySwitch

*I have worked with Michael for many years. His speed of delivery and eye for design has been a great benefit to all the projects we have worked on together. More than anything, it is Michael's ability to work well on a team and direct others to align creatively to strengthen brands that sets him apart.*

### Hollis Camercon

Marketing Director | Moxie

*I have had the pleasure of working with Michael over the past 4 years in everything from tech and software startups to freelance projects. My favorite thing about Michael is his ability to think out of the box when it comes to creating unique and one of a kind brand and product experiences.*

### Jake Jacoby

Founder | Webhomes