

# ABEL LENZ

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## OVERVIEW

Exec level Creative Director and Head of Product.  
Brand driven, user centered, mobile first.  
Let's make great things together.

## EXPERIENCE

September 2011 – August 2013

### **Creative Director**

Patch (An AOL Company), New York

#### Role:

- Creative director with 6-10 person product design team
- Collaborated daily with Patch CEO and senior execs
- Presented regularly to CEO and board of AOL
- Partnered closely with product, engineering, and marketing leaders at Patch
- Oversaw design and copy of an additional 6-8 person marketing team

#### Projects I led:

- Complete strategic redesign/pivot and implementation of the core product. Cross-platform, mobile first. (I led this effort functioning as head of product, collaborating with every department and presenting to hundreds across the company nationally at each stage of the project)
- Conception, product design, and brand design of a new credit card-based loyalty product
- Agency selection and design oversight for a new fundraising product
- Ethnographic, usability, and audience segmentation research
- Patch Brand Voice (copy style guide) for product and marketing
- Patch visual design style guide for product and marketing
- Writing and direction for product promotion videos

October 2010 – September 2011

### **Associate Experience Director**

HUGE Inc. (an Interpublic Group Company), New York

#### Role:

- Overall strategic and creative lead for the ClearChannel Radio account (partnered with executive account director)
- Managed and mentored team members assigned to the account from the strategic planning, interaction design, visual design, content strategy, research, and technology groups
- Collaborated regularly with ClearChannel executives and major investors

#### Projects I led for the ClearChannel account:

- Led the 20 person team dedicated to strategy, design, and launch of a new digital radio product
- Cross platform interaction design and visual design (Web, iOS, Android, Blackberry)
- Content strategy
- Social media integration strategy
- Advertising monetization strategy

October 2010 – Present

### **Teacher**

Miami Ad School, New York

I teach digital campaigns and platforms, mobile campaigns and platforms, and product creation/extension. Classes are centered around the meaning and value of brand, and include concepting, critique, and portfolio development.

January 2006 – October 2010

### **Interaction Design Director**

R/GA (an Interpublic Group Company), New York

#### Role:

- Led an 11 person interaction design group dedicated to the 100+ person Verizon account
- Partnered closely with the client to provide strategy, research, and design for hundreds of projects a year

Key Projects I led on the Verizon Account:

- Cloud-based integrated messaging, contacts, calendar, and media management (web, Android, Blackberry, Brew touch and d-pad)
- Customized Verizon-themed Android implementation
- E-commerce vision piece (video and interactive prototype)
- E-commerce redesign
- My Verizon redesign
- My Verizon mobile (Android, Blackberry, Windows Mobile, Brew touch and d-pad)
- Cross-platform cloud services vision piece (user journey videos)
- Wristband wireless health monitor
- Video calling (web, Android)

Other notable projects I led:

- HBO.com complete redesign
- Nike Women
- Acuvue.com complete redesign
- Zyrtec.com brand launch
- Baby.com SMS birth announcements

September 2004 – January 2006

**Director of Innovation and User Experience**

POPstick, Inc., New York

At POPstick I led the specification and development of the company's key products including a social networking platform and a marketplace for music licensing. I also managed the creative team in New York, overseeing 4-7 designers and developers serving POPstick's anchor clients, Microsoft and Virgin HealthMiles.

2000 – 2004

**Director of User Experience, Founder**

New Tilt, Inc., Boston

I was a co-founder of this ten person website and web application design shop. We primarily served the Boston high-tech industry as well as non-profits and educational organizations. Our projects received recognition from AIGA, ID Magazine, The New York Festivals, and How Magazine. New Tilt was acquired in 2006 by regional web app development shop Bridgeline Digital. Client highlights include Smithsonian Institution, Dana Farber Cancer Institute, Boston's Logan Airport, MIT, RSA Security, and Families of September 11.

2003- 2004

**Instructor, Design for Interactive Communications Certificate Program**

Massachusetts College of Art, Boston

I taught an interdisciplinary course for designers and developers intended to build collaboration skills between roles in an interactive production environment. I rewrote the curriculum, which included information architecture, design, branding, and web application development.

1997 – 2000

**Experience Designer**

RainCastle Communications, Boston

Starting as the only web designer, I was part of RainCastle's growth from a 4 person design shop to a 35 person web shop. I was responsible for information architecture, interface design & prototyping, graphic design, animation, web development, and usability testing.

1994-1997

**Graphic Designer, Interface Designer**

Music Interactive

I was responsible for the architecture, interface design, and development of web projects for the music industry, including our flagship web property, an online community for musicians.

## EDUCATION

Massachusetts College of Art, Bachelor of Fine Arts, Graphic Design, 1998