



BORIS GEISSLER

www.borisgeissler.com | me@borisgeissler.com | +1 (312) 493-7161

UX Design, UI Design, Mobile Applications, Design Strategy, Art Direction, Production & Implementation, Identity Design, Web & Graphic Design

It's no longer enough to produce the subjectively desirable.

Understanding the complexities of a business, its struggles and potential, alongside the desires of users, is vital. I strive for beauty, work with passion, and use proven methods to deliver superior and purposeful designs that resonate with businesses and the clients they serve.

CAREER

UX Design, Innovation & Marketing Consultant 2009 – Present

Clients include Allstate, The Art Institute of Chicago, Bayer, CCC Information Services, DARPA, Design Concepts, Ford, Harman, History Factory, Image Insight, Infiniti, InterCall, LabelMaster, Navigon, Nissan, Proximity BBDO, Radiant 1, Rivet News Radio, Shell, Vodafone, WBEZ and others.

Creative Direction, Design Lead | Spot It Out, LLC 2010 – 2013

UI & UX design for location-based content, produced for smartphones, embedded systems, and portable navigation devices. Work included the design, production and maintenance of an online shop, retail packaging, launch campaigns, and management of partner and affiliate programs. The portfolio included Nickelodeon, Zagat, Travel Channel, Rand McNally, History Channel, Lucasfilm, Universal Pictures and FOX.

Art Director, Lead | Navigon, Inc. 2007 – 2009

Responsible for the complete corporate brand identity and image in North America, leading the establishment of an internal creative department and building the brand from scratch. Directed and managed a team of 16 designers and graphic artists. Conceptualized, designed, and implemented a wide variety of activities, including online projects, UI designs, retail packaging, trade show booths, advertising campaigns, and collateral needs.

Associate Art Director | Frahm & Wandelt Advertising 2004 – 2007

Conceptualized, directed, and designed B2B and B2C print and online advertising campaigns. Directed a team of seven graphic artists and developed successful client pitches that led to new, multi-million Euro accounts which increased agency revenue by more than 20 %. Efforts focused on the medical, health care, publishing, and consumer goods sectors.

EXPERIENCE

With 15 years of award-winning experience in design, development, marketing, and advertising, I go beyond the necessary imperatives and offer best-in-class skills to craft the exceptional.

PROFILE

I'm energetic, user-centered, goal-focused, highly organized, and equipped with extensive knowledge about the conception, design and publication of products, services, and marketing communications.

EDUCATION

Master of Design 2013
IIT Institute of Design

B.F.A. Advertising Art Direction 2008
Columbia College

A.F.A. Digital & Print Design 2007
Media School Hamburg

TOOLS

Adobe InDesign, Photoshop, Illustrator, XD, Animate, Acrobat, Premiere, Flinto, HTML5, CSS3, Microsoft Office & more.

AWARDS

Apple's **Best In Bite-Sized News Apps**
Rivet Radio app, 2016

Built In Chicago's **Top 50 Start-Ups**
Rivet Radio, 2015

Chicago Headline Club's **Best Start-Up**
Rivet Radio, 2014

IxDA's **Interaction Award**
MyFord Mobile app, 2012

International CES' **Design Innovation**
MyFord Mobile app, 2012

GSMA's **Best Mobile Innovation**
Nissan Leaf app, 2011

Telematics Update's **Best Telematics App**
Nissan Leaf app, 2011

Event Marketer's **Best of CES**
Navigon trade show booth, 2008