

DJ Brinkerhoff

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EXPERIENCE

The Atlantic

2015-PRESENT

Director of Product Design

- Director and principal designer on The Atlantic's major initiatives: paywall, article page rebuild, and new membership program
- Working with the Creative Director developed new brand identity; directly responsible for translating and implementing it across digital platforms
- Work closely with the engineering team to plan and execute the first design system
- Design for Apple News, Facebook Instant, and Google AMP
- Rearchitected and redesigned iOS app in two months, increasing revenue 95%
- Grow and manage design team including product and communication designers, documenting roles and developing a career path
- Implemented a culture of prototyping and user testing; deployed the Google Sprint methodology to test product concepts

General Assembly

2016-PRESENT

Instructor, User Experience Design & Visual Design

- Plan, write, and teach 10 week part-time course on user experience design and 8 week course on visual design
- Lecture on topics such as user research, prototyping, color theory, and typography
- Mentor students in design praxis and career strategy

Graphic Business Solutions

2012-2015

Lead Designer

- Worked with founder and developers on implementing the MVP of a web-to-print system
- Defined product requirements, prototyped, and designed the product to fit within the current website and aesthetic
- Created a design system that enabled the creation of thousands of products

EDUCATION

Azusa Pacific University

2008-2012

Bachelor of Arts - Theology, English Literature

Sigma Tau Delta English Honor's Society, Pew College Society, Study Abroad in Lithuania, Senior Thesis