

# Carl Nolting

**Sr. Product / Principal / UX Designer / Director**

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## Startup Highlights

- [Next Issue Media sold to Apple News+](#)
- [Here Maps sold to German Automakers](#)
- [Current TV sold to Al Jazeera Media](#)

## Experience

### Carl Nolting

Senior Product Designer

March 1999 – Present

San Francisco, CA

Non-Stop Bay Area Design Problem Solver.

I design across multiple devices and omni-channel work flows. I collaborate closely with product managers, engineers, designers and stakeholders to achieve a harmonious balance between innovation, feasibility, and business objectives within a shared vision of user-centric design products.

Current Collaborations:

**LabAMI** (Artificial Music Intelligence)

Founding Designer Role building AI-powered tools to help music students and teachers thrive together.

### Anime Universe

Principle Designer Role re-building from the ground up. Anime Universe exists to create a new kind of cultural infrastructure—one where creators lead, communities own, and stories are shaped by those who live them.

### Disney Store

Sr. Interaction Designer

October 2025 – January 2026

San Francisco, CA

Working with the Brand Creative Team on NDA Design projects during the Holiday rush. Assignment Complete.

- Contract Design Role during the Holiday Season creating Banners, Ads and Email Templates
- Tasked with adding some Magic to the Disney Store Online experience
- POC - Proof of Concept Prototype adding micro-interactions to Payment Flows
- Reducing the number of clicks with Quick Shop Purchase Flows
- Designing new re-usable components for the Design System and Internal Tools
- Pitch Deck and Prototype that was approved for Development

### T-Mobile

Sr. Product Designer

Dec 2024 – March 2025

San Francisco, CA

Design System update: Magenta & Metro

Remote contract work while their Lead Designer was on Maternity Leave and the other Designers were on vacation. Filling in the gaps, plugging holes, updating components until the team returned. Assignment complete.

- Bring Your Own Phone flows focused on getting users to switch from expensive plans

## **Amazon Music**

User Experience Designer V

May 2024 - July 2024

San Francisco, CA

I spent a summer in San Francisco collaborating and rebuilding the Amazon Music and Podcast Design System to work in React and React Native.

- UX design lead across a range of platforms that touch numerous aspects of the Amazon Music experience
- Worked from high-level requirements to gather all relevant information to guide design direction
- Quickly iterated on multiple design explorations to arrive at a simple, but robust solution
- Accounting for complex requirements to seamlessly blend Music and Podcasts design components
- Collaborated with cross-functional teams to align Music and Podcast content

## **BODi**

Senior Product Designer

October 2023 - November 2023

San Francisco, CA

A month-long remote Design Workshop for updating the rebrand of Team Beach Body to BODi. I participated in brainstorms and Figma Design Concepts introducing ADA complaint design options and subscription based UX strategies for Fitness Coaches, Video Workouts, Goal Tracking, along with Health and Wellness Supplements.

- Changing the legacy fitness and diet playbook based on self-criticism to modern wellness
- Realigning fresh perspectives within a new Design System to create Health Esteem solutions
- Competitive Analysis that outlined Health & Wellness trends within a subscription-based model

## **PACE**

Senior UX Designer

May 2023 to June 2023

San Francisco, CA

I attended a remote Design Workshop for Pace Ad Agency to participate in FigJam brainstorms and Figma Design Concepts for their clients on the East Coast.

- Driving innovation through active participation in design workshops
- Leveraging diverse perspectives to create impactful solutions
- Competitive Analysis that identified untapped opportunities

## **VISA**

Senior Product Designer

March 2023 to April 2023

San Francisco, CA

I was invited to attend an onsite Design Workshop at the Visa San Francisco Innovation Center called the Visa Garage to participate in various problem-solving exercises. I collaborated with a team of designers, researchers, and product managers to brainstorm and design new fintech features and payment concepts.

By attending cross-functional team design workshops, I have honed my ability to ideate, prototype, and refine concepts in tandem with experts from various disciplines.

- Expertise in user-centered design, UX research, and prototyping
- Strong problem-solving and analytical skills
- Inspirational presentation of workshop results to the team

## **Amazon**

Senior User Experience Designer  
September 2021 to September 2022  
San Francisco, CA

NDA Design Work - 2 consecutive contracts with Amazon.

- UX/UI Design work on a new Design System with Amazon Prime Video
- UX/UI Design work on a new Design System with Amazon Seller Central
- Localization initiatives with UK and India's Bollywood market

## **Critical Mass**

Art Director / Senior User Experience Designer  
April 2021 to September 2021  
San Francisco, CA

Hired as an Art Director but needed as a Senior User Experience Designer. NDA Design work.

- UX/UI Design for a variety of eCommerce and Fintech Clients
- Figma based remote Design work included Layout and Design Systems
- UX Workshops with Clients exploring What If scenarios

## **Levi Strauss & Co**

Senior User Experience Designer  
November 2020 to March 2021  
San Francisco, CA

NDA type Design work for Levi's eCommerce.

- Holiday work for COVID related Mobile and Browser Designs
- CX Omni-Channel Pilot launched at the Levi's Next-Gen Store
- Self-Checkout & Contactless Returns on iOS and Android
- Expansion and Localization initiatives with UK

## **Samsung**

**UX Director / Sr. Product Designer**  
November 2017 to December 2019

San Francisco, CA

The teams at SDIC and SDA set out to simplify the Samsung UX and reconnect with the Voice of Millennials. The products that successfully launched during the rethinking of Samsung Gear transformed into the Galaxy Fit & Buds at nearly half the weight of the previous version with a focus on women's health and millennial lifestyles.

I worked with the Samsung Design Innovation Center in SF to co-create UX Storyboards, Presentation Decks & Prototypes for User Interviews and Internal reviews. This process revealed a need to create a new CX experience store in Palo Alto, CA.

- Full Time role as UX Director and hands on work as Sr. Designer
- UX/UI Design / Visual Layout / Rapid Prototypes / Storyboards
- Created Future Design Concepts for SDA an SDIC
- Released Products include Galaxy Fit and Galaxy Buds
- CX Omni-Channel experience store in Palo Alto, CA

### **Walmart eCommerce**

Sr. Product Designer

August 2017 to October 2017

San Bruno, CA

Senior Product Designer on the Re-Design of Walmart.com in 2017 that increased revenue by 40% in 2018.

- Intensive 8-week NDA design contract with the Walmart eCommerce website
- Design System Re-Design UX/UI Design / Visual Layout / Rapid Prototypes
- Created Design concepts for Home, Fanatics Sports, Fashion & Re-Order UX

### **Extractable**

Sr. Art Director

July 2017 to August 2017

San Francisco, CA

- Intensive 8-week NDA design contract with a Fintech and Healthcare Agency
- UX/UI Design / Visual Layout / Motion Graphics / Rapid Prototypes
- Concepts for Chatbots, Navigation Flows and Brand Integration Campaigns

### **Amazon Lab 126**

Sr. Mobile Visual Designer

May 2017 to June 2017

Cupertino, CA

- Intensive 8-week NDA design contract with a talented team at Amazon
- UX/UI Mobile comps / Visual Layout / Rapid Prototypes
- Amazon Lab 126 Access
- A collaboration with AWS and Alexa teams

## **Level Studios**

Art Director

May 2016 to February 2017

San Jose, CA

As a Sr. Interactive Art Director, I collaborated alongside both Level and Apple teams to create new typography layouts for the Retail Website, Direct Marketing Surveys (for national and international users), and iTunes Purchase History eCommerce concepts.

I also Worked with other Clients such as Carbon, Cosmos and Irvine Apartments in collaboration with Sapient and Razorfish under the Publicis Groupe.

- Onsite and offsite for an E-commerce retail site at Apple
- Interactive Web and iOS Apps launched

## **Here Maps (sold to German Automakers)**

Sr. UX/UI Designer

August 2015 to April 2016

Berkeley, CA

The Here Maps team hired me on contract to collaborate with the Berkeley office to work on various mapping NDA concepts. This experience gave me personal insight and understanding on how algorithms can make it possible to have fun shared experiences online and in person. I helped create iOS mobile prototypes in Test Flight that integrated Here's algorithms for predictive and historical traffic and translated them into visual displays to help people get to their event destinations in the smoothest and safest way possible.

- Sr. Designer on Test Flight prototypes for internal A/B Usability Testing
- Responsible for UX Wireframe Concepts, Visual Design Guidelines
- Native Mobile and Responsive Design System

## **Comcast Silicon Valley Innovation Center**

Sr. UX/UI Designer

April 2015 to June 2015

Sunnyvale, CA

The Xfinity Comcast Innovation team in Sunnyvale hired me on a contract to develop an Android based remote control UI for Smart TVs. The team worked in a fast-paced agile environment to create a working prototype called the Samsung PX that integrated with the Xfinity X1.

- Sr. Designer for remote control prototype on Android for Execs to review
- Responsible for Wireframe Concepts, Design Specs and Mobile Assets

## **Google**

Visual Designer

February 2015 to March 2015

Mountain View, CA

The Google Ads team hired me on contract to audit the existing templates and update the designs to flow with the Material Design Cards guidelines. The Material Design Specs were transposed to fit within the Google Ads engineering requirements. The grid works across all devices.

- Intensive 8-week contract onsite at the Googleplex
- I worked a Visual Designer alongside the Google Ads team
- Responsible for Design Iterations, templates and Image Assets

## **Next Issue Media / Texture (sold to Apple News+ Plus)**

Sr. UX/UI Designer

August 2014 to January 2015

Menlo Park, CA

KKR invested in Next Issue Media's Platform to provide one subscription model for popular magazines and rebranded as Texture achieving over 240,000 subscribers which was then acquired by Apple News+ boosting up to 85M monthly users.

- Presentations and Prototypes that raised \$50 Million in funding
- Design concepts for new UX and Visual flows on mobile and tablet
- Persona Prototypes for Usability Testing directed at current fan base
- eCommerce Credit Card flows created for transactions

## **Verizon Innovation Lab**

Sr. UX/UI Designer

March 2014 to July 2014

Palo Alto, CA

I was brought into Verizon's newly formed Innovation team in Palo Alto to help brainstorm and conceptualize new UX and Visual flows for mobile apps to run responsively on multiple devices and screens. Weekly sprints were assigned to generate as many ideas as possible. This included but not limited to Location Based Services, Geo-Fencing, E-Commerce Credit Card Transactions with the fewest possible clicks and much more. I've also collaborated with the East Coast office on the Internal Demo Portals to formally showcase the work being created.

- Realtime Data Viz Dashboard within a CMS template
- Created Demo Portal Portfolios for Executive product reviews
- Designed Mobile prototypes for Usability Testing
- eCommerce Credit Card flows for one tap pay transactions

## **Mevio / Bite Size TV**

Sr. UX/UI Designer

October 2012 to April 2013

San Francisco, CA

Mevio rebranded to Bite Size TV and operated its own state-of-the-art studio in the heart of Hollywood at the corner of Hollywood and Vine, with satellite studios in New York, Miami and London. The technology and business center was located in the epicenter of San Francisco's Multimedia Gulch.

- Created prototypes for Executive and Investor reviews
- Lead the design team to create brand identities and guidelines
- Presented the design teams work directly to the CEO
- Design System Redesign from Mevio to Bite Size TV
- User Interface design bridging 6 networks, shows and episodes
- Photo Illustrations and logo concepts for networks and social media
- Rapid Prototypes for testing usability
- CSS layout using CODA and Less CSS

### **Pixy Kids / Kazaana**

Sr. Interaction Designer

November 2011 to October 2012

Menlo Park, CA

At Pixy Kids / Kazaana I had a Lead Interactive/Animation Designer role in creating a site that allowed kids to upload their photos, artwork, and videos projects to their very own website which can only be viewed by friends of an approved "Safe List" shared with their parents.

I led the Design team and collaborated with Gamification experts to create UX flows for children earn virtual currency through various activities on the site which gives them the ability to purchase digital items including stock pix to put in their projects, various 3-D character avatars and exclusive background designs.

- Created prototypes for Executive and Investor reviews
- Lead the design team to create brand identities and guidelines
- Presented the design teams work directly to the CEO

### **Snapfish by Hewlett-Packard**

Sr. User Interface Designer

January 2007 to November 2011

San Francisco, CA

This role blended my design background, UI experience and coding skills to help test and develop with various teams on Photo Products and Photo Management. I worked with Engineers to integrate Interface Design elements and CSS. The Digital Asset Management system featured Share, Tag-me and Create Projects.

- Product launched successfully to 75 million customers in 20 countries
- Created low to high-fidelity Prototypes for User Testing
- A Horizontal Lead across teams for best design practices
- Modified and maintained User Interface Designs

### **Oracle**

Design Lead

December 2005 to October 2006

Redwood City, CA

- Designed Rich Media Banner Ads for Creative Marketing
- Created Visual and Interaction Design solutions
- Increased click rates to specific marketing pages to drive revenue

**Red Eye Digital Media (sold to Idea Integration)**

Lead Designer

November 1999 to May 2001

San Francisco, CA

- Developed visually compelling and dynamic web interfaces
- Refined my expert eye for detail and consistency
- Increased multi-tasking skills and attention to detail
- Worked with multiple projects with speedy turnaround times
- Explored and Created UI Design for hand held Compaq devices

**NCSA The National Center**

Interface Designer

December 1997 to September 1998

Urbana-Champaign, IL

- Increased multi-tasking skills and attention to detail
- Worked with multiple projects with speedy turnaround times
- Explored and Created UI Design for hand held Compaq devices

**Education**

**BFA in Graphic Design**

**BFA in Photography**

University of Illinois at Urbana-Champaign

**Skills**

Product Design	Figma	Usability Testing	CSS
User Interface (UI)	Adobe Creative Suite	2D and 3D	HTML5
User Experience (UX)	Agile Methodology	Responsive Web	
Mobile Applications	Rapid Prototypes	Visual Design	
2D Prototyping	A.I. Tools	Design Systems	
3D Renders	Miro	Asana	