Nathan Hunt

User Experience Consultant and Creative Director

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EXPERIENCE

Dressler LLC., NYC — *Founder & CEO*

2009 - 2017

I founded Dressler to integrate design, UX, and development within a single team using agile development strategies and design thinking practices. Sample Projects:

- A regional CPG brand discovered that 5% of their retail locations were responsible for 83% of returns but they had no way to flag problem locations. We designed and built a custom mobile web app that centralized all of their sales data and store reports. Custom data visualizations allowed the management team to instantly assess the health of every store in their distribution network.
- We created the user experience design for the brand new Wiley digital version of the Architectural Graphic Standards, known as the "Bible of Architecture." We re-imagined the print based product as a mobile web app that could display all formats effectively and introduced a user experience that made it easy to search within hundreds of pages of dense content and footnotes.
- Working with the 9/11 Memorial and Museum we designed the user experience and built interactive kiosk software as a web app that used application storage for all digital assets and animations, meaning that the kiosks had the responsiveness and speed of a native app, but they could be updated with new content any moment of the day in minutes.
- Working with a group of Blue Cross Blue Shield state affiliates, we learned that 78% of these complaints were related to only 20 common treatments that were typical outcomes of a small subset of types of checkup. After examining HIPAA regulations and existing SMS permissions on most accounts, we found that the affiliates already had the authority they needed to send out these customer alerts. We designed the user experience for the trial using a chat interface.
- Predictwise, a project from Microsoft Research, had gained popularity in the 2008 and 2012 election cycle collecting and analyzing prediction market data on election outcomes. We redesigned the site using established data visualization frameworks, simplified the navigation and user experience and introduced a responsive grid system for better mobile display.

Certifications

Google Adwords Fundamentals

Google Display

Google Analytics

Google Tag Manager

DoubleClick Rich Media Fundamentals

DoubleClick AdX for Buyers Fundamentals

SKILLS

Photoshop, Illustrator, InDesign, Sketch, Balsamiq, basic knowledge of HTML, CSS and Javascript

LANGUAGES

French (reasonably fluent), some Spanish, German

INTERESTS

Writing, Working out to the point of injury, Reading obscure nonfiction

Cableboxer, Los Angeles — *Advisor*

2016 - 2017

Cableboxer is a self-funded startup that allows consumers to disconnect their cable service by packaging alternative viewing options based upon their preferred programming. I helped redesign the user experience of the app to simplify the complex navigation options.

Droppling, NYC — *Founder*

2012 - 2013

Droppling was an adtech company based upon social-enabled digital display advertising. Droppling featured patented technology and a proprietary online ad-builder. I designed the user experience for the ad-builder.

Deutsch Inc., NYC — *Group Creative Director*

2004 - 2009

Accounts: IKEA, Prevacid, Sheraton, Mitchum, St.Joseph Aspirin.
Awards: Gold Clio, Multiple Gold Effies, Cannes Shortlist

Various Agencies, NYC & SF — *Copywriter*

1995 - 2003

Accounts: Novell, Adobe, Rice-a-Roni, Logitech, Howard Johnson Hotels, ERA Real Estate, Northfork Bank, Olympus Cameras, Dow Jones & Company, ITT Industries, Compaq, Deutsche Bank, Corning

EDUCATION

Harvard College, Cambridge, MA — *AB, Social Studies*

1994

PUBLICATIONS

The Uneven Distribution —
medium.com/the-uneven-distribution

Weekly emails focus on the intersection of technology and marketing through user experience, ad tech and next-generation technologies like quantum computing, neural networks, and the blockchain. The Uneven Distribution emails reach an active subscriber list of over 300 individuals. While the number is small, the subscribers are comprised of senior executives at large technology companies, founders of startups in New York and the Bay area and senior advertising industry leaders in the United States, Europe and Asia.

Chaos & Order in User Experience — *UX Design Collective*

Considering user experience as a balance between chaos and order allows us to see the UX debates of the past in proper context.

Mass & Motion in User Experience — *UX Magazine*

The graphical user interface encourages us to believe in a false sense of mass and motion. How will augmented and virtual reality change our understanding of the physics of manufactured environments?

Distortions of Digital Tools — *UX Design Collective*

Are the digital tools we use for user experience design warping our discipline in unintended directions or blinding us to certain possibilities?

The Org Chart as a UX Challenge — *UX Design Collective*

Sometimes the structure of the organization is the biggest challenge to its user experience.

The Persona Paradox — *UX Design Collective*

In user experience, we begin by establishing business goals and project goals. Then these goals overwhelm every other aspect of the process, especially our attempt to empathize with our users.

Stop Renting User Experience — *UX Design Collective*

As digital has evolved from simply a channel to the irreplaceable core of many businesses, UX has evolved from a value-add provided by digital agencies to a core business function.