

Contact

www.linkedin.com/in/kenkrutsch (LinkedIn)
www.krutsch.design (Company)
www.krutsch.design/start (Other)

Top Skills

User Experience
SaaS
Software Engineering

Languages

English (Native or Bilingual)
German (Elementary)

Certifications

Giving Your Elevator Pitch
Honored Listee
Learn LinkedIn Sales Navigator

Honors-Awards

The Aireo™ was a finalist for CES Best of Show for portable digital audio and video.
Xitech's ICON Manager Awarded IT Week's Editor's Choice
Virtual View Selected as Finalist, Best of VMworld in the Storage Software for Virtualization category.
Awarded Best Mobile App Development in Minneapolis for 2020
Top Creative and Design Agencies, Minnesota 2019

Publications

Professional Java Custom UI Components

Patents

CONTENT CLUSTERING SYSTEM AND METHOD

Kenneth Krutsch

Agency Founder | 18 Patents · Webby Nominee · Davey Award-Winning UX & Apps
Greater Minneapolis-St. Paul Area

Summary

I help businesses turn underperforming apps into award-winning digital products.

As the founder of KRUTSCH, I lead a team that specializes in AI-driven, UX-first design, scalable development, and results-driven digital transformation. Whether it's refreshing a stale mobile app, rebuilding trust after poor app store reviews, or launching something brand new — we bring clarity, craft, and measurable impact to every engagement.

Our sweet spot? Complex, tech-heavy apps that need to actually work for real users.

Our secret weapon? 15+ years of solving problems others walk away from.

If your app isn't delivering, let's fix that. Book a complimentary consult at <https://krutsch.design>

Experience

KRUTSCH

Founder and President
January 2010 - Present (15 years 7 months)
Greater Minneapolis-St. Paul Area

WE MAKE APPS THAT PEOPLE LOVE.

We are a team of designers, developers, and strategists.

And we help clients with a lot of stuff.

Minneapolis College

GRPH & WEBI Advisory Committee
May 2021 - Present (4 years 3 months)
Minneapolis, Minnesota, United States

IMAGE GROUPING WITH AUDIO
COMMENTARIES SYSTEM AND
METHOD

GROUP MEMBERSHIP
CONTENT PRESENTATION AND
AUGMENTATION SYSTEM AND
METHOD

Content presentation and
augmentation system and method

Live Multiparty Audio-Visual
Communication Linking System and
Method

Xiotech

5 years 2 months

Senior Vice President, Operations (also Managing Director, Xiotech India Pvt Ltd)

April 2009 - October 2009 (7 months)

Xiotech (X-IO Storage) is a hardware and software OEM, designing, building and distributing the Emprise and Magnitude® families of storage systems, industry recognized for unmatched ease of use.

Authored Xiotech's Strategy to Improve the End-to-End Fulfillment Process and Product Quality. Launched change management initiatives with senior leadership realignment to contain operational expenditures, improve product fulfillment metrics, increased customer satisfaction and enabled flexible support of the customer base.

Vice President, Engineering

September 2006 - April 2009 (2 years 8 months)

Integrated and shipped a disruptive technology acquisition (Seagate's Intelligent Storage Element) with Xiotech's flagship SAN product; lead the acquisition and subsequent integration of a data protection startup into the Engineering Team.

Drove legacy SAN product development to restore Xiotech's ease of use lead, as well as to affect a return to SAN feature market parity achieved through a high frequency model of iterative releases.

Transitioned a single product oriented Engineering organization into a multi-product, multi-site team, which developed and supported software and hardware for an evolutionary product line.

After shipping the industry recognized Emprise 7000, with ICON Manager, Xiotech realized 100% growth in new named accounts, as well as a 50% growth in overall systems revenue, in 2008.

Software Architect & Director, Applications Engineering

September 2004 - September 2006 (2 years 1 month)

Architected, staffed and led the design team for a next generation storage management user experience, culminating in the industry recognized ICON Manager, which was awarded IT Week's Editor's Choice award for ease of installation and operation of storage. Virtual View, an ICON Manager add-

on, was selected as a finalist for the “Best of VMworld 2008” in the Storage Software for Virtualization category.

Architected world’s first Web Services based storage array management platform, as the underpinning for ICON Manager, leading to partner and customer developed independent solutions (e.g., Microsoft’s SANMan). Analysts have recognized this pioneering work in bringing W3C standards to storage array management (see: Web Services Equals Better Storage Management).

SoniqCast, LLC

CTO

2003 - 2004 (1 year)

SoniqCast, a startup venture designing next generation digital-audio players, launched the world’s first Portable Wi-Fi MP3 player in 2004. The Aireo™ was a finalist for CES Best of Show for portable digital audio and video.

Architected Aireo™ client software and influenced Audible.com® server-side implementation to provide the world's first Direct-to-Player experience for Audible Listeners. Direct-to-Player means that Aireo can download Audible content directly from the Internet, using any public Wi-Fi hotspot, with no PC required (unique in 2004).

Architected and designed the SonicSync User Experience, then lead the implementation team (see: CNET Editor’s Review). Initiated contact and negotiated strategic partnerships with Audible.com, Microsoft and MUSICMATCH, as part of company’s digital content strategy.

Marix Technologies

CTO

August 2000 - September 2003 (3 years 2 months)

An Application Service Provider (SaaS, Cloud) startup venture that transitioned to developing enterprise class software solutions to create secure environments for remote access of applications, documents and e-mail attachments.

Architected and led the design, staffing, development and support of innovative data center and suite of enterprise Software-as-a-Service solutions, directed systems and customer engineers, managed patent portfolio.

Lead the support of an active customer base, which enabled secure management of customer's e-mail and application cloud infrastructure; negotiated a strategic partnership with Tarantella, a key technology supplier, resulting in a significant Tarantella pre-purchase of Marix software inventory for its own sales channels.

Saint Paul College

Adjunct Faculty

September 1997 - September 2002 (5 years 1 month)

Developed curriculum for institution's first Java programming course and taught as a popular night class.

Digi International

User Interface Software Architect, Technical Lead

August 1999 - August 2000 (1 year 1 month)

StorageTek

User Interface Software Architect, Team & Technical Lead

1996 - 2000 (4 years)

US Army

Sergeant (E-5), Acting Squad Leader

March 1984 - March 1987 (3 years 1 month)

2nd Battalion, 75th Ranger Regiment, Ft Lewis, WA

The 2nd Ranger Battalion, currently based at Joint Base Lewis-McChord south of Seattle, Washington, United States, is the second of three ranger battalions belonging to the United States Army's 75th Ranger Regiment.

Education

University of Minnesota

Bachelor's Degree, Mathematics

University of Wisconsin-Eau Claire

Mathematics and Computer Science