Derek Hunten

I'm a Product Designer based in the Bay Area. I solve human problems. I'm inspired by sci–fi, glitch, and gifs.

Experience

FreshCut
Product Design, Aug 2021 – Infinity

I completely remade our gaming-centric consumer video app for a community focus. The main pieces were rearchitecting the app to enhance discussion, optimizing the new user experience, and building a video editor from scratch with custom tooling. Conceptualized a design system to reward creators, with prestige and Diamonds. They gotta make a living too. This included a web3 wallet (high security, transfers, deposits), a quests system, and integrating tipping within the comments.

Reddit
Senior UX Designer, Mar 2016 – July 2020

Lead and collaborated cross-functionally with product and engineering to define, explore, converge, and iterate designs to modernize Reddit with a user-centric approach. Executed clear and concise user journeys, wireframes, mockups, interactive prototypes, and specs while advocating for usability and simple, elegant design. Created these experiences for the iOS app, Android app, video, consumer monetization, live RPAN, April Fools, and more.

Achievers
Mobile Product Designer, Oct 2013 – Mar 2016

Owned design for iOS and Android apps from definition to shipping. Worked closely and built strong relationships with an agile team, lead design studios for project kick-offs. Led and gave critical feedback with designers to raise the bar on our designs.

Trilibis Mobile
Designer, Mobile Web, Dec 2011 – Oct 2013

Designed and optimized clients' sites for mobile devices. Developed UI/UX from wireframes to pixel perfect HTML/CSS. Presented and discussed designs and implementations with clients. Estimated and executed projects accurately.

Mace International
Graphic Designer, Jan 2011 – Dec 2011

Worked with marketing to develop their catalog, tradeshow collateral, emails, and website. Presented and justified concepts and designs to the marketing team.

Freelance
HillebrandCory, The Marketing Arm, Canonball Creative and Project One, 2011 – 2012

Conceptualized and developed logos, menu boards, mailers, websites, emails, and presentations. Researched and analyzed products and audiences. Worked with team to revise and critique projects.

Education

University of North Texas
Bachelor of Arts, Communication Design, 2004 – 2009
Bachelor of Science, Finance, 2004 – 2009
Magna cum laude, Dean's List

Skills

Hard
User experience design
User interface design
Figma, Sketch, Framer, Protopie, Principle, Photoshop, Illustrator, After Effects

Soft
Team communication & collaboration
Presentation
Product thinking
Creative and chaotic problem solving
Problem distillation
Storytelling

Contact

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