

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

Lead Product Designer, Aug 2021 – ∞

I completely remade our gaming-centric consumer video app to focus on community. Worked with our CEO, Head of Product, and Head of Engineering to rearchitect the app to drive discussion & connect with friends, built 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. Features included: a web3 wallet (high security, transfers, deposits, and now defunct), item inventory (for cosmetics purchases), a full featured quests system, and comments with integrated tipping. I also illustrated the default pixel Moji set, and pixel app icons, among many, many other projects.

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

Electronic mail

planningcommission@derek.town

Cellular telephone

650-477-0348