Ari Leventhal

Creative Designer • Design Thinking Specialist

Minneapolis, MN
(612) 212-5867
arilev2004@gmail.com

EXPERIENCE

Minnesota Design Center - Center for Sustainable Building Research, University of Minnesota, Twin Cities — *Media Research Assistant and Social Media Director*

January 2024 - Present

- Curate projects and stories for MDC and CSBR websites, contacting external innovators to share their stories
- Launched collaborative social media pages for both centers, keeping viewers engaged by posting upcoming events and student related content
- Photography and videography for websites and social media
- Using platforms such as Drupal, Instagram, and Tiktok to update websites and social media platforms

Blue Cross Blue Shield, Eden Prairie, MN — *Health Services, Sustainability & Design Intern*

June - August 2025

- Collaborated with intern partner building foundational documentation for a new product team which we implemented at the end of the internship
- Created on boarding documents, internal charts on detection processes, and organized shared resources for new product team members
- Created over 300+ Jira tasks for the team to complete by 2027, included task priority, explanation, assignment and completion status
- Helped map multiple workflows and customer journeys such as the lifecycle of filing a claim and the new product teams org charts
- Cross collaborated with multiple BCBC departments to analyze where the new product team would fit in and what other teams would need to be involved for its launch and future support

Barcode Ave C, Minneapolis, MN — *Creative Design Intern*

January - May 2024

- Assisted head of design, Seamus Culligan, with all merchandise design and company branding
- Managed the Shopify product listings including updated descriptions, product prices, and website UX/UI
- Collaborated with external designers to curate artwork for apparel designs and web design

SKILLS

Digital Design: Figma, Adobe Creative Suite (Photoshop, Illustrator InDesign, After Effects), Framer, Webflow, Microsoft 365 (Word, Excel, Powerpoint, Copilot), Generative AI (ChatGPT, Gemini, Claud, Qwen, Veo, etc.)

Product Design: Wireframing, prototyping (physical/digital), interactive tech integration, apparel/merchandise design, Shopify, Squarespace, WIX

Management: Branding, persona creation, process mapping, product management, design thinking process, Jira management, team/group creation and implementation, business strategy

LANGUAGES

English/Spanish Fluent

DesignU, University of Minnesota, Twin Cities — *Student Brand and UX Designer*

October 2024 - Present

- Designed websites and brand identify packages for local and student run organizations
- Collaborated with UMN campus organizations and assisted with social media, marketing, and brand designs
- Created user-centered design solutions while working alongside other student designers

EDUCATION

University of Minnesota, Twin Cities — *B.A Individually Designed Studies (UX/UI Design + Product Design + Business Management)*

Expected Graduation: May 2027

Additionally Studied at: University of Wisconsin-Madison (2023-2024), University of Massachusetts-Amherst (Fall 2025, National Student Exchange)

PROJECTS

HoloDeck, Vans Skateboarding — *Product Designer*

- Designed an interactive, customizable skateboard deck featuring motion-graphic displays as a hologram
- Created digital prototypes using platforms such as Adobe Suit, Veo 3, Generative AI, InDesign and Figma
- Explored how tech enhances user engagement within skate culture without compromising company authenticity
- Worked alongside partners to develop customization interface in order to bring in larger numbers of in-store engagement
- Demonstrated ability to blend field research, digital design and design thinking to create a product that would drive Vans consumer engagement

Free Federal Student Aid Event — *UX/ Visual Designer*

- Researched university student educational debt and lack of financial literacy skills - used design thinking to develop problem statement and solution
- Designed event branding, signage and digital materials to increase accessibility to FAFSA applications for students seeking financial aid
- Led user research with student to identify barriers and pain points within the application process - created user map highlighting areas of difficulty
- Re-developed a student-centered, hands-on experience demonstrating my philosophy of design as a democratization
- Applied community-focused design approach; designing WITH people, not just FOR them

Ari Online Website — *Coding and Visual Designer*

- Created a personal artistic portfolio collaborating between two courses to create a project that reflects my ability to use TypeScript, visual design, physical artwork and storytelling
- Used generative AI as an assistant to my own ideas and creative work to achieve my exact goals; used advanced prompting techniques and AI cross collaboration
- Developed website using platforms such as Figma, Webstorm, GitHub, ChatGPT, Adobe Photoshop, and Gemini
- Additional content includes artwork from a storytelling course and how to analyze our dainty information in meaningful ways and relaying it to audiences in creative aspects such as photography, videography, sketches, sound design, etc.