

RJ MANSFIELD

He/Him/His
UX/UI Designer

SUMMARY:

I'm a product designer with 12+ years of experience across industrial design and brand identity design - and now, product design focusing on UX/UI design. My shift into product design is grounded in continued education and backed by deep expertise in user research, systems thinking, attention to detail, and creative leadership. I bring an ambitious and fresh perspective to interaction and experience design with newly sharpened hard skills (wireframing, prototyping, usability studies, etc.) along with a growing fluency in responsible AI design. My extensive and diverse background will be a great addition to a team that's proven to elevate business and drive impactful results.

PROJECTS:

UX/UI Designer

SHIFT (Capstone Project) — [Coursera/Google UX Design Course](#)

Shift is a mobile app designed to make car shopping feel less overwhelming and more intuitive by using AI to personalize the experience from the start. The app helps users find vehicles that fit their lifestyle - not just their budget - through a guided onboarding, emotionally intelligent assistant, and car buying research materials all in one place. I led the UX/UI design from concept to high-fidelity prototype, handling user research, journey mapping, wireframes, and visual design.

- Conducted user research through user interviews, user journey mapping, competitive market analysis, and led moderated usability studies that consisted of 7 users to gain better understanding of their pain-points.
- Hand sketched paper wireframes and built over 20 digital wireframes using Figma.
- Developed a high fidelity prototype that features 12 user flows and spans over 100 frames with gentle animations designed within.

EXPERIENCE:

Creative Director of Design, Branding, & Marketing

Next Step Realty — [April 2024 - Present](#)

Next Step Realty is a boutique real estate brokerage in Maryland redefining the home buying and selling experience through a polished, people-first approach. As Creative Director of Design, Branding, & Marketing, I led the company's full creative transformation - overhauling brand identity, digital presence, and marketing strategy to reflect a more elevated, modern real estate experience.

- Elevated the brand from disjointed to a cohesive premium experience, overseeing a full re-brand across digital, print, and social platforms which resulted in an average increase in sales price by over 16%.
- Collaborated with cross-functional teams to ensure budgets were kept and deliverables were being met and on schedule by using agile systems like Asana and Airtable.
- Directed creative projects for 8 teams and 150+ agents, managing content creation, brand messaging, and marketing campaigns.

CONTACT:

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EDUCATION:

AI in Product Design

[ELVTR](#)

Brand Identity & Strategy

[Coursera](#)

User Research, UX/UI Design

[Coursera/Google](#)

Gravity Sketch 3D VR Design

[Gravity Sketch/CarDesign.Academy](#)

Cleveland Institute of Art

[Bachelor's of Fine Arts - Industrial Design](#)

TOOLS & SKILLS:

Design & Creative:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, etc.), Figma, Figjam Gravity Sketch, Canva, Concept Generation, Design Sketching, Responsive Web Design

AI & Emerging Tech:

Multi-modal AI systems, AI Agents, Responsible AI, AI Guardrails, Human-in-the-loop, Machine learning, GenAI, ChatGPT, Claude, Vizcom, NewArc, Adobe Firefly, Midjourney, Gemini

Senior Professional Designer

Under Armour - Accessories — Oct 2018 - April 2024

Under Armour is a global leader in athletic innovation, known for performance gear that empowers athletes at every level. As a Senior Designer on the Accessories team, I led the design and development of high-performance bags and gear that blended function, durability, and brand storytelling. My designs supported key revenue-driving categories and were consistently featured in global campaigns, driving strong sell-through in both retail and wholesale.

- Spearheaded full life-cycle designs for multiple collections, collaborating with a successful cross-functional team, targeting Gen Z and young Millennial athletes with seasonal styles driven from consumer insights and research.
- Unlocked a new category of attachable and micro bags, leading to a \$570,000 unit order from national accounts upon launch.
- Led LGBTQ+ ERG e-commerce efforts and collections, resulting in a 4-year perfect score on HRC's Corporate Equality Index by designing functional product and content with input from the community.

Junior Industrial Designer

Newell Brands - Appliances — Nov 2017 - June 2018

Newell Brands is a global consumer goods company with a diverse portfolio of 50 iconic brands. As a Junior Industrial Designer, I contributed to the design and development of consumer products across various categories.

- Collaborated cross-functionally with engineers to design human-centered kitchen appliances for Calphalon, Mr. Coffee, and Oster.
- Conducted 3 rounds of UI/UX testing with physical prototypes, leading to improved functionality and ease-of-use for everyday coffee machines.
- Designed over 40 concepts during brainstorm sessions, 3 variations of 3D printed prototypes, and 6 different user interface designs for Mr. Coffee One Cup Coffee Maker.

Industrial Designer I

Garmin — April 2014 - Dec 2016

Garmin is a global leader in GPS technology and wearable innovation, delivering purpose-built products across aviation, marine, automotive, outdoor, and fitness markets. As an Industrial Designer, I contributed to the design and development of consumer electronics, focusing on wearables and outdoor devices.

- Conducted trend research and developed rugged wearables and outdoor gear across Marine, Run, and Pet categories.
- Facilitated stakeholder design reviews and cross-functional brainstorming to reduce costs and increase product durability.
- Delivered photo-realistic 3D CAD renderings and prototype-ready files using SolidWorks and Keyshot for trade and internal presentations.

Research & Strategy:

Trend Forecasting, Market Research, User Testing, User Journey Maps, User Flow, Storyboarding, User Interviews, Usability Studies, Wireframe, Prototype development, A/B Testing, Personas, DEI Strategy, Moodboarding

Marketing & Communication:

Social Media Content, Brand Messaging, Visual Brand Identity, Copywriting

Soft Skills

Team Leadership, Cross-functional Collaboration, Presentation Skills, Public Speaking, Storytelling, User-Centered Design, Human-Centered Design