

# Curtis Knecht

**Address:** 804 Bergen St Apt 2R, Brooklyn, NY 11238  
**Mobile:** (917)680-0750  
**Email:** curtisknecht@gmail.com

**Website:** <https://www.curtisknecht.com>  
**LinkedIn:** <https://www.linkedin.com/in/curtisjknecht/>

---

With 15+ years of diverse design experience, my specialty lies in simplifying intricate concepts into user-friendly designs, all while keeping a keen eye on how human interaction shapes effective business strategies.

## PROFESSIONAL EXPERIENCE

---

Graphic Designer/Web Developer and Freelance Consultant

**Harris Solomon Consulting Group, Brooklyn, NY**

February 2022 – Present

- Collaborate closely with key stakeholders to clearly define and meet the startup's objectives through design and systems creation
- Design and develop print materials, graphics, and presentation decks using Figma, InDesign, and Canva to effectively communicate concepts during client presentations, resulting in an international contract exceeding \$100K
- Formulate a vision and branding strategy to build an online presence, resulting in a 33% increase in the overall business
- Conduct research through market website assessments and user interviews to inform information architecture and user flows, ensuring alignment with business, user, and technological needs
- Design wireframes and a clickable prototype in Figma for usability testing, optimizing ROI for the initial website launch

UX Designer/Graphic Designer/Web Developer

**Team Eagle NYC, New York, NY**

February 2023 – Present

- Collaborated with stakeholders to execute an end-to-end web design initiative, resulting in a 233% increase in participation and over \$260K raised for the 2023 Cycle for the Cause fundraiser
- Modernized team branding, built and maintained a design system, and created prototypes in Figma for future implementation
- Developed the Squarespace website, applying CSS for a polished and visually appealing user experience
- Redesigned team uniforms based on qualitative research, winning the Best Team Kit award for 2023

Manhattan Market Lead Customer Experience Manager

**The Container Store, New York, NY**

November 2005 – February 2022

- Conducted user testing for new software, managing feedback and reporting outcomes, resulting in successful company-wide implementations for 3 software updates
- Created journey maps and user flows to streamline omnichannel customer experience training for new employees, implemented training on new software, and wrote technical training documents for localized systems
- Utilized metrics to create KPIs for a team of custom consumer product designers, leading to a 3% sales increase
- Strategized operations, established project objectives, and articulated design decisions for over 50 large-scale changes in 4 store locations while partnering with Manhattan Market executives to increase year-over-year sales and customer engagement
- Project-managed the complete sell-through, staff support, closure, and breakdown of the flagship location during COVID, utilizing Microsoft Suite for collaboration, and writing the guide for future company closures

Volunteer Vice President and Multisport Committee Chair

**Front Runners New York, New York, NY**

January 2018 – December 2021

- Completed a full rebrand of the multisport team while staying within the overall club brand guidelines, conducting market research, and redesigning uniforms in collaboration with an external design team
- Restructured the multisport committee and launched a new communications platform and social media campaign, resulting in a 2x participation increase
- Created content and designed a weekly communication, along with print materials in Adobe Photoshop and Illustrator, building a subscription of 300+ members of the Multisport team

## EDUCATION

---

UX/UI Certification | Designlab Learning  
Bachelor's Degree, Education | Northern State University

New York, NY  
Aberdeen, SD