

Karl Baumann

Digital product design manager and visual storyteller with 10+ years of experience in emerging technology, strategy, and immersive media. Driven by a passion to create a better future today, I have lead a range of inspiring projects in the urban/mobility sector and interactive media industry.

CONTACT

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SKILLS

Design Leadership

Agile Management

Human-Centered Design

UX/UI Design

Visual Storytelling

AR/VR Design

Service Design

Design Systems

Product Strategy

TOOLS

Adobe Creative Suite

Figma

Sketch

Unity

AWARDS

Best Design Study

CHI Showcase 2018

Best Mobility Film

Urbanist Festival 2016

EXPERIENCE

Digital Product Design Manager 2018 - Current

D-Ford / Ford Next Palo Alto / Los Angeles, CA

- Lead distributed team of UI/UX designers (NA & India)
- Agile product management for mobile & web design
- Manage design systems across platforms
- Human-Centered Design with IDEO collaborators
- Develop product strategy for executive stakeholders

VR Research Author 2017

Google News Lab San Francisco, CA

- Co-authored research report on affordances of virtual reality based on ethnographic study

Content Editor 2017

Intel Global Production Labs San Francisco, CA

- Directed and edited commercial spots showcasing emerging technologies and products

UX Designer 2012 - 2016

World Building Media Lab Los Angeles, CA

- Designed UX for extended reality platforms (AR/VR)
- Translated existing IP stories into immersive experiences
- Lead research for cross-platform media production

EDUCATION

PhD in Media Arts + Practice 2012 - 2018

University of Southern California

MFA in Digital Arts + New Media 2008 - 2010

University of California Santa Cruz