

KENT HOLLRAH

Keep it simple stupid. When in doubt, make it stout, out of stuff you know about. These are the cornerstones of Kent's design education. But instead of old tricks or old media, he researches new technology, seeks out applications, and executes.

- Data Visualizations
- Rapid Prototypes
- Information Architecture
- Wireframes
- Product Design
- Interaction Design
- Product Simulation
- Storyboards
- Social Computing
- Experience Design
- Web Motion Graphics
- Diagrams

PROFESSIONAL EXPERIENCE

SIMPLE & STOUT, LLC. DENVER, CO
PRINCIPAL, Design Consulting. 5/08 TO PRESENT

Design consulting for people and their projects: from website design and development and web application design to liquor packaging, Flash design and development and a little secondary education just for fun. Viva variety. Clients include Mapquest, Churchill Downs, Rotowire, and Rocky Mountain College of Art and Design.

ROCKY MOUNTAIN COLLEGE OF ART AND DESIGN. DENVER, CO
CORE FACULTY, Graphic Design & Interactive Media Department. 5/08 TO PRESENT

Kent teaches digital design classes, practicing project-based education in user-centered design, rapid prototyping, web technologies, and motion graphics.

- Co-Authoring Interaction Design BFA, accredited by NASAD in 2009

WALL STREET ON DEMAND. BOULDER, CO
CREATIVE DIRECTOR. 5/04 TO 2/08, SENIOR DESIGNER. 4/01 TO 5/04

WSOD is the leading design, development and hosting firm for the financial industry, specializing in custom, white-labeled websites and online applications. I co-managed the 20 person design team, and led the design efforts for top tier clients such as Merrill Lynch, CNBC and Goldman Sachs. Active in every stage of a project, I regularly met with clients for strategic planning and design concepting, and then worked hands-on delivering solutions.

- Active in business development with sustained 30% annual growth for 7 years
- Witnessed firm web traffic increase nearly 100 fold to more than 80m hits/day
- Managed the resource assignments for 20 person design team

IDEO. SAN FRANCISCO, CA
DESIGN INTERN, Interaction & Environments Group. 10/99 TO 1/00

BRITISH TELECOM RESEARCH. MARTLESHAM, SUFFOLK, UK
DESIGN INTERN, Social Computing Group. 6/99 TO 9/99

MICROSOFT RESEARCH. REDMOND, WA
DESIGN INTERN, Virtual Worlds Group 6/98 TO 9/98

WALT DISNEY IMAGINEERING. GLENDALE, CA
MECHANICAL DESIGN ENGINEER, Ride Department. 6/94 TO 9/97

Kent designed high-speed thrill rides and themed attractions for Disney parks worldwide. Specializing in preliminary design and prototyping, he pioneered the use of Legos and CG as modeling tools. Linking spreadsheets across design and engineering teams, he demonstrated the power of networked knowledge sharing.

EDUCATION

NEW YORK UNIVERSITY. NEW YORK, NY
INTERACTIVE TELECOMMUNICATIONS PROGRAM (ITP), Masters Degree. 5/99
Thesis: "The Stack: Experience Design and Simulation of a Broadband Wireless Device"

NORTHWESTERN UNIVERSITY. EVANSTON, IL
MECHANICAL ENGINEERING, Bachelors Degree. 5/94

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