

Resume

Karolis Kosas

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## Education

2011 - 2014 MFA in Design at Virginia Commonwealth University, Richmond VA, USA

2008 - 2011 BFA in Graphic Design at Vilnius Academy of Arts, Vilnius, Lithuania

## Professional Experience

2017 - present **Art director at Rapt Studio**  
raptstudio.com

Lead interdisciplinary design teams  
Contributed to defining design strategy for branding and spatial design projects by conducting qualitative user research  
Defined Rapt's online content strategy, designed and produced the website

2015 - 2017 **Creative director at YPlan**  
yplanapp.com

Built and lead a product design team of four designers.  
Executed optimization of userflows on web, iOS and Android.  
Conducted qualitative user research on both customer and supply sides.  
Established design guidelines and optimized design-to-production workflow.

2014 - 2015 **Art director and user experience design consultant at CUJO**  
getcujo.com

Defined and implemented user experience design guidelines for the product's app and website.  
Outlined and executed art-direction of product's branding and marketing materials including photography, website and packaging  
Lead continuous user testing and improvement of CUJO's ecommerce

2014 - 2015 **Lead user experience designer at MUBI**  
mubi.com

Lead user experience design team of two.  
Conceptualized and developed MUBI's apps for iOS, Android, PlayStation and FireTV platforms.  
Lead the redesign effort of MUBI's web platform resulting in improved trial conversion by 2.5x, increased engagement (film viewings) by almost 3x and reduced monthly churn by 30%.

2013 - 2014

**Senior designer at Rapt Studio**

raptstudio.com

Lead branding and user experience design effort.  
Established collaborative framework between the branding and architectural design teams.  
Lead discovery and design effort for clients including Google, Honeywell, Tuneln, Make.  
Won Interior Design Magazine's Best of Year Award for Google Orange Country Office in 2014.

2013

**Senior designer and art director at Mende Design**

mendedesign.com

Involved in the design, development and production of design applications for print, digital and large scale architectural applications.  
Worked with Samsung User Experience Center, San Francisco Museum of Modern Art, WRNS Studio Architects, Public Architecture, University of California San Francisco.

Teaching Experience

2013

**Adjunct Faculty at the California College of the Arts**

cca.edu

Design and instruction of interaction design course.  
The course delivered fundamentals of information architecture, user-centered design research and user interface design.

Scholarships

2011

**Fullbright Graduate Scholarship**

Awarded by the US embassy at Vilnius Lithuania to pursue MFA degree in Design at the Virginia Commonwealth University in Richmond, VA.

Conferences and Speaking

2015

**Product's Perception and the Needs of its Customers**

JAM London

<http://jamlondon.io> · London, UK

**Data as a Design Tool**

Datamates London

<http://datamat.es> · London, UK