

# Spencer Itrich

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## SUMMARY

**Product & experience designer** with 5+ years creating scalable, user-centered digital tools for enterprise and consumer audiences. Previous project management background brings a rare combination of design craft and delivery discipline - able to independently run projects from research through developer handoff.

## EXPERIENCE

### Senior UX/UI Designer

Innocean - Hyundai / 04/2022 - Present

- Translate user needs, business goals, and tech constraints into cohesive digital experiences through research, wireframes, prototypes, and developer handoff documentation
- Drive design decisions through rigorous research methods including heuristic and competitive analyses, usability testing, tree tests, card sorts, and benchmark studies
- Led team of 5 designers in redesigning Hyundai's Inventory Search tool, driving its JD Power Automotive Website ranking from #9 to #1 (of 18)
- Directed redesign of Hyundai's Build & Price configurator, improving its JD Power Automotive Website ranking from #10 to #3 (of 18)
- Spearhead integration of AI tools into the design team's workflow, accelerating ideation, prototyping, and design exploration
- Ensure all designs meet WCAG 2.1 AA accessibility standards, providing consultation on inclusive design best practices

### Product Designer

CRE Stealth / 02/2026 - Present

- Sole product designer for a commercial real estate web application
- Design AI-powered tools that improve the speed and efficiency of commercial real estate analysts and brokers
- Generate responsive front-end prototypes with Claude Code to improve developer handoff

### UX/UI Intern

Ziefah Health / 12/2021 - 02/2022

- Created flows, designs, and prototypes for a therapist matching/scheduling app
- Ran user testing to evaluate and refine designs

### Digital Producer

Innocean / 07/2016 - 08/2021

- Oversaw scheduling, timelines, and scope related to Hyundai and Genesis website digital projects
- Interfaced with account, design, development, and content teams throughout ongoing projects
- Implemented new operational processes for effective product delivery

## LINKS

### Portfolio

spencer-itrich.com

### LinkedIn

linkedin.com/in/spencer-itrich/

## SKILLS

### Product & UX

UX Design / Product Design / Interaction Design / Systems Design / Information Architecture / Wireframing / Prototyping / Responsive Design / Accessibility / User Research / Usability Testing / AI-Powered Design Workflows

### Strategy & Collaboration

Design Strategy / Research Synthesis / Data-Driven Design / Cross-functional Collaboration / Stakeholder Communication

### Tools

Figma / Claude Code / UserTesting / HotJar / Notion / Basecamp / Smartsheet / Adobe Creative Suite

## EDUCATION

### University of Southern California

BS in Business Administration

### General Assembly

Certificate of UX Design