# Paul “PK” Kaiser

## Creative Director · Product Design · UI/UX

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### PROFILE

A creative director and player-coach. I’ve led a team of 10+ making about 2,500 online ads a year for Ford, Lincoln and Mercury and built brands for Nexcess and Solara Health, and I still design the product: 3D configurators for Cirrus, Hinckley and MB Sports, UI/UX for GM infotainment.

### PRODUCTS

**SID — Configurator builder** Designed and built — In client use 1+ year

– The platform behind the Cirrus Aircraft, MB Sports and AMW 4x4 configurators. Clients approve options live, every build carries its price, and compatibility rules stop a buyer from speccing something that won't work. Built to plug into their sales systems. Designed in Figma, built with AI.

**TrackSpotters** Native iOS app · Designed and built — In development

– For the motorsports photographer on foot: spots, track maps and photos tagged by team, livery and session. Scoped it to move on foot at a track, not driving to one. Designed in Figma, built in SwiftUI with AI.

### EXPERIENCE

**Red Fox Thunder** Creative Director / Lead Product Designer — 2022-present

– 3D product configurators for Cirrus Aircraft, Hinckley Yachts, MB Sports and AMW 4x4.
– AI Interface for Agiloop.ai (one-year contract): created a 4-stage AI software platform legible to founders.
– Solara Health, Elite & Service Learning Academy. Full marketing, on site with the client, leading their teams.
– Brand, e-commerce and campaigns for Heaven Hill Distillery, Herman Moore 84, Lomas Brown 75, the Lomas Brown Jr. Foundation, Munchkin Mascots and Firebird Tavern.

**Nexcess (a Liquid Web brand)** Creative Director / UI/UX Design Lead — 2017 – 2022

– Defined the visual system — type, color, layout and motion — across every component.
– Led UI/UX for technical teams; held design consistency through the 2019 Liquid Web acquisition.

**eyeWyre Software Studios** UI/UX & Product Design Lead — 2016 – 2017

– Led UI/UX for Tyler Technologies’ public-safety software for firefighters.
– Creative Designer on all client work for large scale database backend

**Lochbridge (formerly Compuware)** Creative Director / Product Design Lead — 2012 – 2016

– Led the design team for GM Infotainment: in-car apps across multiple radios and connected devices.
– Designed and led marketing for all event and trade show exhibits.
– Product design from the RFP up: apps for NetJets, Nissan and Beaumont, and an app portal for Dell.
– Shipped the Detroit Insider’s Guide iOS app for the City of Detroit.

**JWT, Team Detroit (GTB), Latcha** Sr. Art Director - Associate Creative Director — 1998 – 2012

– Team Detroit: led a team of 10+ producing every online ad for Ford, Lincoln and Mercury — about 2,500 a year, including the 2010 Mustang launch and ads for F-150 and SVT Raptor.
– Team Detroit: built a UX practice from click metrics, feeding what performed back into the creative.
– Latcha: Ford catalogs, including the Ford GT launch catalog — the only one ever printed with three covers — and an industry-first in-dealership printable kiosk.
– JWT: built the first Ford Racing online content team and went on to run it for six-plus years — race results and news on a weekly race calendar.
– JWT: one of the first Ford.com websites, and auto show experiences seen by millions at the North American International Auto Show; managed the project budgets.

**Earlier** Leo Burnett — the first GM Performance Parts website, a virtual dyno with real engine audio · Campbell-Ewald — started in the mat room, moved up to Chevy Motorsports.

### SKILLS

Creative direction · Brand identity · Art direction · Team leadership · Product design · UI/UX design · Design systems · Real-time 3D configurators · Content strategy

### TOOLS

Figma · Claude Code · Framer · Illustrator · Photoshop · Procreate · Sketchfab · Shopify · WordPress

### RECOGNITION

Mobius Awards · In the D · International Advertising Award

### EDUCATION

College for Creative Studies, BFA · The American School in London