

Noah Veenstra

Experience design / AI workflows / Creative systems

noahveenstra.com | linkedin.com/in/noahveenstra | noahveenstra@icloud.com

I design useful experiences and practical AI-assisted workflows. My work connects product direction, information architecture, and hands-on iteration with the realities of how people and teams work.

CURRENT EXPERIENCE

CORE Construction | Marketing Associate | Scottsdale, AZ

June 2025 - Present

- Develop construction marketing proposals and visual materials, translating complex project information into clear, persuasive documents.
- Initiated Pursuit Intelligence, a local AI-assisted research workflow for finding specific experiences in past proposals and comparing results with original source pages. Owned the idea, information architecture, product direction, and iterative output review.
- The local proof of concept is informing a national tool in development. Contribute weekly to architecture, information-flow, and pipeline discussions with IT.

SELECTED WORK & LEADERSHIP

Wedding Website | Product & Interaction Design

Owned wireframes, design direction, and product decisions for a live wedding site. Directed an AI-assisted build with household RSVP flows, refined navigation, and content editing in context.

Saint City Chapel | Worship & Production Lead, Volunteer

August 2025 - September 2026

- Led a six-person production team across weekly services; documented operating procedures and arranged hands-on training for an unfamiliar venue setup.
- Designed church and college-ministry apparel and coordinated local production of roughly 300 pieces.

EARLIER EXPERIENCE

Product Designer Intern, Avodah Transformations; IT UX Engineer Intern, The Cube at Michigan State University. Work included Figma wireframes and component libraries, cross-functional design reviews, website audits, and Sitecore-to-WordPress migration.

EDUCATION & SKILLS

Michigan State University | B.A., Experience Architecture | 2025

Information architecture, interaction design, wireframing, prototyping, product iteration, workflow design, AI-assisted development. Figma, Adobe InDesign, Illustrator, Photoshop, HTML, CSS, JavaScript, WordPress.