

Jonathan Hindi

Sr. User Experience Designer

11 years of working experience with small businesses and startup companies; 5 years of which have been in User Experience and Interactive Design.

Working Experience

BuildFire – Lead UX/UI Designer

Started as KaleoApps (July 2013 – Present)

A startup offering two saas products, a mobile donation solution, and a Content Management System (CMS) for phone applications which operate on both Android and iOS.

- Created the Interactive design wireframes to help raise funds and proof of concept
- Designed the main strategy and over all approach of the system for all levels including business owner, white-labelers, app owners and app downloaders/users.
- Maintained synergy between business goals and development efforts and maintaining deadlines by created critical path wireframes and project management.

[BuildFire](#) was nominated as the easiest app builder in 2014 by [Yahoo News](#) and [Businesses News Daily](#), and a must have for small businesses by [CNN](#). BuildFire was also featured in many more blogs and news outlets.

Flywheel – Sr. UX Designer

Started as Cabulous (Jan 2010 – Dec 2013)

[Flywheel](#) is a company that provides a geo-tracking dispatch software for the transportation industry.

- Designed a web platform for dispatch, fleet and driver management.
- Created the original interactive design spec for both Android and iOS.
- Designed the user interface on all platforms
- Created user personas and maintained follow-ups and enhancements
- Headed the redesign of the information architecture
- Led the design of the system to become the biggest international automated software for the existing transportation infrastructures.

Flywheel was featured in TechCrunch, abc News, Fox Business and many other news outlets.

Early Career

Provided upon request

Designer tool kit

- UX / UI Design
- Interactive design
- Information Architecture
- Usability protocols
- Website and multimedia design
- Analytics and website strategies
- CS 6 (Photoshop, Illustrator, InDesign, Flash ...ect)
- HTML5
- CSS
- JS, JQuery
- PhoneGap
- Microsoft Office (Word, Excel, Powerpoint ...ect)
- Visio

Personal Skills

- Self-managed & Self-motivated
- Attention to details while maintaining the big picture
- Well organized
- Multi-tasking

Leadership & Added Value

- Cross-functional supervision
- Team building, mentoring & stress management
- Client relations & presentation
- Business & IT planning
- Product development

Education

California State University, Northridge

BS, Marketing

2010