Greg Leuch

Seeking opportunities for exciting, new challenges in the product design and development of usable and creative web applications for creative communities and online cultures.

Experience

gleu.ch [ongoing]
Creative Freelancer
New York City, NY / Shenzhen, China

Providing creative design and development solutions for various clients, including Heineken, MTV, and My Damn Channel.

Experimenting with new web products and projects, such as Pop Block & Metafetch.

BuzzFeed Dec 2010 - Jan 2012
Senior Designer (Product Design & Development)
New York City, NY
http://buzzfeed.com

Involved in product planning, design, and development of various new features and redesigns, focusing on simplifying and enriching user features to improve site performance and page visits. Increase from 9M to over 30M unique monthly visitors during length of employment.

Reliance on A/B testing to test new features and analyze performance, with focus in social sharing and user contribution features, including new post builder and browser extensions.

JESS3 Jun 2010 - Nov 2010
Creative Freelance
http://jess3.com

Freelance creative design and development on various projects, notably Zagat Food Trucks, BP Oil Plugin and the Ex-blocker custom plugin generator.

Rocketboom Jan 2009 - Dec 2010
Director of Research & Development (UX, UI, & Product Design & Development
New York City, NY / San Francisco, CA
http://rocketboom.com
http://knowyourmeme.com

Adding and assisting in the development and production of Rocketboom's online properties, including UX / UI design, front- & back-end development (Rails), and server management.

Helped create two highly successful projects (Know Your Meme & Magma) and various other projects within a very small, creative R&D team.

Politics4All Mar 2008 - Jan 2009
Creative + User Interaction
Auburn, AL

Virticle Corp Jan 2004 - Jan 2009
New Media Director
Auburn, AL

Education

Auburn University Fall 2008
B.F.A. Graphic Design, minor in Philosophy
Auburn, AL

Concentrated in web design, development, usability, corporate identity, and grid formations.

Excelled in interactive communications, project research, project management, and conceptual processes, in part by employing an online blog for process documentation and photo gallery for research collection.

Abilities

Numerous new media projects have received widespread attention, including mentions by Mashable, Gizmodo, MSNBC, Telegraph.co.uk, Guardian, MTV, and interviews for MuchMusic, Canada AM, KROQ, Virgin Radio, and more. Labeled "web boffin" by The Guardian (2010). Identified as one of "11 Net Artists You Should Know" by Flavorpill (2012).

Awarded as Top 50 Website 2009 by Time for internet culture community website (KnowYourMeme.com), reaching over 100k daily unique visitors, over 14 million monthly page views, and 40TB+ monthly bandwidth. Site later aquired by I Can Haz Cheesburger.

Received numerous press mentions and accolades for online video aggregator site Mag.ma, built with two person team in under six months.

Nominated for 2010 Transmediale Award at transmediale.10 (Berlin, Germany) for projects and involvement with the Free Art & Technology Lab (FAT Lab). Gallery projects were featured internationally across hundreds of blog and news media outlets.

Worked with top-notch development team to conceptualize, design, and develop politics-related internet startup Politics4All, which launched in 2008 at TechCrunch50.

Developed niche social network for students, faculty, and alumni of the Auburn University Graphic Design department, winning multiple awards and featured on logolounge.com, coolhomepages.com, and various other design web sites during a special topics class.

Abilities

Over 13 years experience in design & development of web sites, applications, and new media projects.

Detailed focus on usability, user interactivity, user interface for e-commerce, community, and statistical large scale web applications.

Skills include XHTML/CSS, JavaScript, Ruby, PHP, MySQL, Apache, *ngix, including Git and SVN repo management, and browser extensions/addon development.

Experience with: Ruby on Rails, Sinatra , PHP Symfony, MODx, WordPress, osCommerce, and numerous API integrations.

Working knowldge and some experience with physical computing, including Arduino.

Awards, Exhibitions, & Talks

"FAT GOLD" Eyebeam, 2013. New York City.

"C.R.E.A.M." Art Micro Patronage, 2012.

"The 'AH HA!' Moment – Ideas, Research, & Creative Output." 2011, Wuhan University, Wuhan, China. (Presentation)

"Distributed Collectives" 2011, Philadelphia, USA.

"Speed Show: vol4", 2011. New York City.

"Speed Show: vol2," 2010. Wien, Austria

"Ignite NYC: Intenet Week," Ignite NYC, 2010. New York City, NY, USA. (Presentation)

"transmediale.10," transmediale Festival, 2010. Berlin, Germany. (FAT Lab & Artzilla)

"Versions," Netherlands Media Art Institute, 2009. Amsterdam, Netherlands. (FAT Lab)

"Community Collaborations," Coleman Arts Center, 2008, invitational. York, AL.

Activities & Affiliations

Artzilla.org, Free Art & Technology Lab (FAT Lab), XOlator

open-source advocate

electronic and interactive art, philosophy