



Scott Greenwald
User Interface Designer

WORK EXPERIENCE

Metaps, Inc.

Senior UI/UX Designer | November 2013 - Present (2 years) | Tokyo

As the senior designer at this startup-turned-public company, I worked side by side with engineers and the CEO to design, develop and launch the company's flagship products "Metaps Analytics" and "SPIKE". Major app developers including LINE, King, and Sega use these tools to measure audience engagement.

- *Developed a framework to streamline front-end development, based on Sass, jQuery and Rails.*
- *Designed an embeddable payment widget for SPIKE and developed with JavaScript & CSS.*
- *Mentor junior designers to advocate a user-centered development culture within the company.*

Analog Analytics (a Barclaycard Business)

Front End Developer | October 2010 - November 2013 (3 years 1 month) | San Diego & Remote

Along with a team of talented front-end developers, I helped build a digital offers platform that used patented technology to power hundreds of white-label daily-deal sites in the US and abroad. The company was acquired by Barclaycard (Barclays, PLC) to develop Bespoke Offers, a major self-service deals site in the UK.

- *Gained experience in iterative software development, distributed teams, and producing front-end code in a Ruby on Rails environment where daily releases were the norm.*
- *Practiced lean application development using Rails, Sass and partials to develop complex templates.*

Sole Proprietor

Freelance web designer & developer | 2007 - 2014 (7 years)

Ran a freelance business developing CMS-based websites and shops from the ground-up for clients. Also developed free & commercial themes which have been downloaded over 25 thousand times.

- *2010-2012 California Strength: Designed, developed, and maintained a high-sales web shop.*
- *2007-2010 Best Deals TV Show: Developed and maintained a video portal and community forum for a weekly program airing on KTLA5 in Los Angeles.*



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WORK EXPERIENCE (CONTINUED)

Laserfiche

Art Director | November 2007 - March 2010 (2 years 5 months) | Long Beach, CA

Leader in the Marketing Communications team, whose mission was to strengthen the company's brand of Enterprise Content Management software to help organizations go paperless. Main clients included Healthcare providers, local government agencies, and all branches of the US Military.

- *Oversaw a team of print, web and video designers to produce online and offline marketing materials.*
- *Managed the complete re-development of the company's static website into a self-serve CMS, removing the bottleneck that staff writers faced with publishing regular marketing content.*

E-Marketing Associates (EMA)

Lead Designer | March 2006 - November 2007 (1 years 9 Months) | Los Angeles

At my first professional job as a new college graduate, I gained agency experience designing websites for boutique hotels throughout the US. This mix of graphic design, coding and development experience laid the groundwork for my future career path in UI development and UX design.

- *Designed user interfaces for online hotel booking systems for over 100 clients.*
- *Learned best practices in web-development and SEO by producing 36 original websites.*

Antelope Valley Press

Graphic Designer | January 2005 - April 2006 (1 years 4 Months) | Palmdale, California

As a part-time job during my final year of design school, I honed my still-developing design skill-set through the creation of local business advertisements for the daily newspaper.

- *Recognized for outstanding creativity in automotive-dealership ad design.*
- *Drafted to the Special Projects team to work on the "AV Lifestyle Magazine" and high-quality print projects.*



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TOOLBOX

Design Tools

Photoshop, Illustrator, InDesign, Sketch, Pixate Studio, Balsamiq Mockups, Pencil & Paper.

Coding Chops

HTML/5, CSS/3, Sass, JavaScript, jQuery, Ruby on Rails, Git.

In the works

Framer, Origami, Angular.js, React.js.

EDUCATION

Mount Sierra College

Monrovia, California | Class of 2006 | Valedictorian

Bachelor of Science in Multimedia Design Technology

Coursera / UCSD

March 2016

Currently enrolled in the Interaction Design Specialization through the University of California, San Diego.

This eight-month, eight-course series focuses on Human-Computer Interaction in today's society.

CONNECT

Portfolio <http://greenwald.me>

E-Mail scott.e.greenwald@gmail.com

LinkedIn <https://jp.linkedin.com/in/scottericgreenwald>

Twitter [@greendezine](https://twitter.com/greendezine)