SG

Scott Greenwald
User Interface Designer

WORK EXPERIENCE

Metaps, Inc.

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

Worked side by side with engineers and the CEO pre-to-post IPO 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 monetize audience engagement.

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

Analog Analytics (a Barclaycard Business)

Front End Developer | October 2010 - November 2013 (3 years 2 months) | San Diego & Tokyo

Key member in a front-end design team that helped build a digital offers platform using patented technology to power hundreds of white-label daily-deal sites in the US and abroad. Company acquired by Barclaycard (Barclays, PLC) to develop Bespoke Offers, a major self-service deals site in the UK.
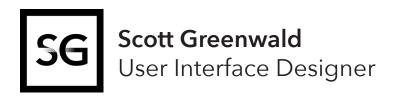
- *Gained experience in iterative software development, distributed teams, app development, and shipping production code in a fast-paced environment.*
- *Contributed design and code for client-properties including Time Warner Cable, Mercedez-Benz, and MSN.*

Sole Proprietor

Freelance web designer & developer | March 2010 - November 2010 (9 months)

As a full-time freelancer, I provided web development, e-commerce and search-marketing services for clients across California. Featured projects included:

- *California Strength: Designed and developed a profitable Magento shop for a catalogue of over two-hundred products for athletic training and professional weightlifting.*
- *Farr Labs: Developed a profitable Magento shop for a patented line of men's health supplements.*
- *Transition Consultants: Developed successful search-campaign strategies that boosted online visibility.*

WORK EXPERIENCE (CONTINUED)

Laserfiche

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

Joined as Multidisciplinary Visual Designer and promoted to Art Director, overseeing the Marketing design team of four multidisciplinary designers. Produced web, interactive, print, video, and environmental assets to strengthen the company's image as a leading developer of enterprise content management systems.

- *Directed the design and development of three corporate sites for Laserfiche, Rio and Avante product lines.*
- *Designed brand assets, infographics, training materials and software product packaging.*
- *Worked closely with writers and researchers to produce creative content for two annual Laserfiche World Conferences, including large-scale motion graphics displays for keynote presentations.*

E-Marketing Associates (EMA)

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

Designer at a digital agency in Los Angeles that develops original websites and custom reservation systems for nationwide clients in the hotel/travel and service industries.

- *Consulted with clients, project managers and developers on visual design of new client websites.*
- *Executed end-to-end design of client websites from mock-ups to pixel-perfect HTML & CSS.*
- *Worked directly with engineers to integrate online booking systems for Hilton, Wyndam and Days Inn.*

Antelope Valley Press

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

Part-time position during final year of college. Gained production graphic design experience working in the Ad Operations department, creating print pieces for the daily newspaper and other collateral projects.

- *Recognized for outstanding creativity in auto-dealer ad design, creating weekly full-color spreads.*
- *Drafted to the Special Projects team to design magazine covers and spreads for AV Lifestyle Magazine.*
- *Maintained an interactive online version of AV Lifestyle, built in Adobe Flash.*

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TOOLBOX

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

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

Learning
Framer, Origami, Angular, React

EDUCATION

Mount Sierra College

Class Valedictorian | Graduated April 2006 | Monrovia, CA
Bachelor of Science in Multimedia Design Technology.
Graduated Cum Laude.

Coursera / UCSD

Expected completion date: March 2016
Currently enrolled in the Interaction Design Specialization through the University of California, San Diego.
Seven-course series and capstone project focused on Human-Centered Design principles.

CONNECT

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