

Gerardo Gean Résumé

My name is Gerardo Gean

I am currently a Creative Director and Lead Product Designer at NQ Mobile Worldwide.

In my 10+ years of professional experience, I played key roles from **User Experience Director, Digital Art Director, Fashion and Journalist Photographer, Associate Creative Director and Product Designer.**

- I like to solve real-world human UX problems and deliver minimal plausible solutions to create a delight user experience.

NQ Mobile Worldwide

Aug 2012 - Present
Creative Director and Product Designer

With NQ Mobile, I lead the Mobile Product Design initiatives for USA, Latino America and European white label markets.

Working with tight iterative cycles with small team working closely as users to discover needs and deliver working UX / GUI mobile applications in rapid (daily) cycles.

My contribution at NQ Mobile™ US and China are from global re-branding across all business channels (.com, retail marketing collaterals, mobile clients and web services.)

Also I lead the Product Design Initiatives for the US NQ Mobile™ International Business Development Team with MNO / White label opportunities serving and managing the projects to deliver premium value added services for the Telecom and ISP markets.

- Being a bridge between Mobile Network Operators allow me to work with different properties providing carriers with creative solutions.

Samsung Electronics North America

Aug 2011 - Aug 2012
User Experience / Product Designer

Worked on a low latency peer-to-peer messaging system to create intuitive connected experiences on mobile, tablet, TV and Mac/PC devices.

I worked with multiple teams to globally launch this technology as Samsung's **Allshare Group Cast** application for over 30 million Samsung Galaxy S3 mobile devices. Responsibilities included GUI documentation, New Usability patterns, Information Architecture, Designing User Experience and innovation direction on mobile devices.

The Marketing Arm

Aug 2010 - Aug 2011
Associate Creative Director

Work with a team of Creatives and Marketers to concept and execute ideas. Ensure that the idea is being conveyed through developing a wide breadth of experiences that range from: Promotion activations, Digital OOH, Mobile applications, Connected TV's , Interactive web, Touch Enabled Solutions and New Emerging Technology for a Fortune 500 technology companies.

I design concepts and mock-ups "Prototypes" Wireframes, User Flows and User Interface, ultimately presenting the experience to Creative Directors, Copywriters, Account Service and Clients.

Client Experience: **AT&T, Cisco, TXU, Hewlett-Packard, Victoria Secret | VS Pink**



Temerlin McClain | McCann Erickson

July 2008 - Aug 2010
User Experience Director

Worked with Traditional Art Directors Copywriters and Creative Directors leading incubation ideas and foster digital culture in the agency.

My contributions to the IPG Network agency:

- Identify use case scenarios for clients properties
- Migrate clients brand into the mobile space example:
Nationwide Insurance new product category
- Leading with new products and services solutions, web applications, micro sites.
- Digital integration in overall creative campaigns: **Television, Print, Mobile, OOH and emerging digital platforms.**

Client Experience: **Nationwide Insurance, Nascar Nationwide Series, Bell Helicopter, Superpages.com, USA Today, American Airlines, Bausch & Lomb, Statoilhydro, Finish Line, Edward Jones, Texas Tourism, Sportchalet, Verizon Wireless.**



Verizon

July 2007 - Aug 2008
Product Designer

Worked with a creative team of mixed disciplines UX / UI designers and engineers in new innovation concepts making prototypes helping convey the big picture strategies that answer Verizon business and customer needs.

- Visual Design lead for **Verizon Appzone**. Consulting with cross-department and development teams on various platforms to assure consistent style guide standards.
- Tailoring designs language in considerate to customer needs between Design, Usability, Brand, Business and Retail.
- Deliver Visual Design Guidelines UX documentation for **Verizon FiOS TV Releases**

Experience: **UX development for FiOS TV, Media content services application development for set top boxes, Connected TVs, Blu-ray and Game Consoles. Design and Use case of Video Streaming Solutions using HTML5, HLS, SmoothStreaming and DRM technologies.**



Tigi | Toni&Guy

July 2001 - Aug 2007
Digital Art Director

Manage the company Web Design Content. Develop creative concepts from Product Design to creative design solutions. serving as a connector between TIGI Linea creative team and Bedhead studio UK.

- Art Direction & feedback new alternatives for the .com websites.
- Worked close with Back-end engineers and front end developers.
- Lead Creative for Bed Head properties, ensuring proper usage of all brand assets.



Skills and Honors

Design

- Storyboarding, wire framing, diagrams, information architecture Typography, visual design, use-case scenario creation, topologies.

Prototyping

- Sketching, Briefs, Illustrator, Balsamic

Technology

- Attuned to emerging trends in design and technology.

Contact

Work go to: <http://hellogean.com/work>

For more detail work please contact me at
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Thank you and I look forward to your response, Gerardo Gean.