

Melvin Rivera UX Engineer/Designer

I am currently in a hybrid role as a UX Engineer and Designer at NBC Universal. I work as an engineer on tvOS and iOS apps, but also work on UX design systems for all OTT platforms. In the past, I worked in web and print advertising in the film industry, launched my own design company, and catered to clients such as Warner Bros, Universal, MGM, Paramount, Adobe, and Apple. I've won a few awards and spoken at several conferences, including WWDC.

EXPERIENCE

Senior UX Designer - NBC Universal - New York, NY - Oct 2013 - Present

As part of the NBC News team I do product design sprints, discovery sessions and prototypes with user testing cycles. I do working prototypes and contribute to the code base.

Founder - UX Designer & Developer, All Forces, New York, NY - Sept 2009 - Present

As an independent publisher of apps, I design and program apps under the All Forces label.

Freelance Designer & Developer - New York, NY - Sept 2009 - OCT 2013

Prototyped and programmed apps, websites and designed corporate identities. Clients: AP, ALM, Acumen, Surf Shack, Efficient Comp. Galavante, Buster Ink., Lifetime, CNN.

Art Director, Mammoth Advertising - New York, NY - Sep 2006 - Jun 2009

Designed promotional websites for film and TV, Broadway shows, corporate identity and ad campaigns. Clients: MGM, Weinstein, IFC, Paramount, FOX and Lions Gate Films.

Freelance Designer & Developer - Los Angeles, CA - Jan 2003 - Aug 2006

Designed websites and corporate identities. Clients: Apple, Warner Bros., MGM, Urban Youth Workers Institute, Mosaic and ABS.

Co-founder, Mostasa Design - Los Angeles, CA - Jan 2000 - Jan 2003

As a co-founder I was responsible for leading a creative team, managing client relationships and writing proposals. Clients: MGM, FOX, Warner Bros., Sony, MTV and Adobe.

Art Director, MGM - Los Angeles, CA - Jan 1997 - Jan 2000

Designed promotional key art posters and websites for MGM's theatrical film releases. This included writing proposals and doing photo shoots if necessary.

Art Director, Dawn Patrol - Los Angeles, CA - Jan 1995 - Jan 1997

Designed promotional material for films including posters, billboards, ads, DVD and games packaging. Clients: Columbia/Tristar, MGM, Sony and FOX.

EDUCATION

Otis College of Art and Design, Los Angeles CA — Graphic Design, Aug 1992 - Jan 1995

SKILLS

SwiftUI/Swift/Obj-C, PHP, JS, CSS, HTML, Adobe CC, Figma, Sketch, Animation

REFERENCES

Shezad Morani - Product Design Manager, Facebook, +1 (206) 799-9991
Kevin Lim - Director of Engineering, NBC Universal, +1(206) 294-1433