

# Melvin Gruesbeck

*Full-stack Designer*

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## Melvin Gruesbeck

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## Summary

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Hi,

Thanks for your interest. I think of myself as part designer, part developer, and part entrepreneur. I am currently a Designer & Front-end Developer at MetaMind. I previously founded a creative agency and a few other small projects.

I started with a creative background and then merged those interests with technical skills. I admire minimalistic code/design implementations, UX driven choices, and subtle aesthetic qualities.

On any given day I am sketching an interface, thinking about user flows, reading design blogs, collecting user metrics, and hacking some code.

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## Experience

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### MetaMind / Designer & Front-end Developer

FEBRUARY 2015 - PRESENT, PALO ALTO, CA

Owner of the design process in both product and marketing interfaces. This applies to our website, customer facing interfaces, on-premise products and internal tools.

These responsibilities entail: identifying design improvements, content creation (written and visual), prototyping layouts, evaluating the user experience, and developing the technical assets for the final interface.

I am comfortable with CSS, HTML, basic JavaScript and industry standard web development tools. Additionally, I have experience managing AWS deployments, thinking about code design, working effectively with engineering and pushing production code.

### Nixie Agency / Founder

NOVEMBER 2012 - PRESENT, NAPA VALLEY, CA

Nixie is a strategy first consultancy which uses art and technology to solve customer problems.

In addition to aesthetic qualities, we build flexible, extendable and low maintenance web apps. That means we design solutions which can match your organization's evolving priorities while saving you time and averting common pitfalls.

### Arts Council Napa Valley / Consultant

JANUARY 2014 - PRESENT, NAPA VALLEY, CA

Examine and deploy technology strategies with CEO. Maintain strong brand and marketing positions while improving web services. Rebuilt front-end with efficient information hierarchy and responsive design.

### WinePhoto Co. / Founder

SEPTEMBER 2013 - PRESENT, NAPA VALLEY, CA

WinePhoto is a free image gallery for the wine industry. WinePhoto supports the growth of commerce in the wine industry by providing images to wine industry businesses.

### Best of Joy / Founder

JANUARY 2010 - PRESENT, DAVIS, CA

Best of Joy is a wedding photography team focused on a photojournalistic style. Started in college, it has stayed alive over the years. I currently share creative responsibilities with others. But, solely manage business and technical tasks.

### **ZD Wines** / Assistant Marketing

AUGUST 2012 - MAY 2013, NAPA VALLEY, CA

Designed print and web collateral for VIP events, wine club letters, and special promotions. Planned and launched the official ZD Wines - 2013 Amegen Tour of California partnership page.

### **Adrian Gregorutti Photography** / Apprentice

APRIL 2009 - APRIL 2013, NAPA VALLEY, CA

Created set arrangements and participated in post production. Worked with numerous Napa Valley wineries and Bay Area architectural firms. Many photos are published in C Magazine, The New York Times, Vogue, ect.

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## Education

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### **Pacific Union College** / Journalism/PR (BS)

2007 - 2012, ANGWIN, CA

Astronomy tutor, Student Association officer, Yearbook editor, Campus newspaper photo editor.

### **Pacific Union College** / Photography (AS)

2007 - 2010, ANGWIN, CA