

Steve Gifford

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SKILLS

Photoshop • Flash • Fireworks • Illustrator • InDesign • Quark XPress • MacOS • User testing • User Experience • User Interface Design • Balsamiq Mockups • Axure RP • Rapid Prototyping • HTML • CSS 2/3 • Subversion • Scrum/Agile Development • Eclipse • Responsive Design

EXPERIENCE

- 6/2013–present *Senior UI/UX Designer, Agfa* Thousand Oaks, CA
Led improvements to user interface design and user experience for newspaper and magazine apps for mobile, tablet and responsive web. Worked within a Python/Django environment with a medium-sized team as the sole UX/UI lead. Created wireframes and rapid prototyping with Axure, and HTML/CSS, heuristic evaluations, and writing site documentation (style guides, spec documents, and research findings).
- 6/2010–5/2013 *UX/UI Designer, Nonfat Media* Los Angeles, CA
Led improvements to user interface design and user experience for high-traffic film casting web applications that receive over 1 million hits per day. Worked within a Coldfusion/agile scrum environment. Sole designer, from requirements gathering through interacting with business unit, to wireframing user flows and layouts, through the visual design of multiple large-scale web applications. Created wireframes and rapid prototyping with Balsamic Mockups, and HTML/CSS, heuristic evaluations, and writing site documentation (style guides, research findings).
- 7/2008–5/2010 *Web Designer, Freelance/Various* Portland, OR and Los Angeles, CA
Pictage: Designed HTML email blasts, redesigned HTML templates to give them an updated look, and provided instruction and recommendations on improving their HTML email coding techniques.
Sharespost: Designed emails, website widgets, and the first ever Dow-like tracker for pre-IPO startups. The Sharespost Index launch was highlighted in Bloomberg, The Huffington Post, Forbes, the AP, and many other news outlets.
Encore Software: Designed and developed HTML email templates, and standardized the templates for their various brands. Coded the redesigned Encore Software site into standards-compliant XHTML/CSS design.
Yesmail: Designed and developed new email campaigns for Hewlett-Packard, Coca-Cola, and other clients. Served as User Interface designer for the redesign of Yesmail Direct. Created wireframes and high-fidelity mockups of all site interactions.
Guess? Clothing: Designed and developed Flash applications for the Guess? E-commerce site. Designed the new look for their online Fit Guides and Eyeglass Guides, designed email campaigns, and landing pages.
Cloudmanic Labs: User interface/User experience design for various web applications. Led wireframing and prototyping user flows, and all site interactions, as well as all visual design.
- 6/2006–7/2008 *Web Designer, Connexus Corporation* El Segundo, CA
Designed online marketing campaigns for a variety of brands. Created highly-converting email campaigns for Vonage, DirecTV, and Netflix brands.
Designed national marketing campaigns to promote PBS special *Depression: Out of the Shadows*. Designed ad banner campaigns for brands like Target and MSN, to increase conversions.
Designed and developed templates for .us domains, providing a resource for users to access data about their home zip code, and designed the marketing campaign to accompany the <zipcode>.us sites.
- 9/2005–6/2006 *Web and Print Designer/Freelance* Los Angeles, CA
Design web front-end and print materials for various client-maintained web sites, ranging from simple brochure sites for bands, to lengthy contract work for larger clients, including *Squidoo*, *The Fashion Institute of Design and Merchandising*, *Pacificare Health Systems*, *O'Reilly Media*, *Beauty Fiend Clothing*, and *10th Degree*.

AWARDS/HIGHLIGHTS

American Graphic Design Award, *Graphic Design:usa* Magazine (*Flash 4 Magic*, New Riders Publishing); Served as a consultant for hillmancurtis.com, one of the premier web design studios in the country. Technical Editor, *Photoshop 6.0 Web Magic*, from New Riders Publishing.

EDUCATION

12/1997

Indiana University

Bloomington, IN

Bachelor of Arts, Creative Writing