

**Gregory Levinson**  
20421 Tricia Way  
Saratoga, CA 95070  
408. 807-1210  
greg@streetsmartcom.com

### **Objectives**

Senior contract position in the field of Visual and Visual User Interface Design.

### **Summary of Qualifications**

Excellent conceptual and visual design skills, including information design, storyboarding, wireframing, page/ /screen design and layout, and iconography. Thorough knowledge of design trends (Web 2.0) and technologies, human engineering factors, web navigation and e-learning principles. Hands-on experience in visual design and prototyping of portals, applications, product user interfaces, e-learning courses and on-line advertising. Work well under pressure and able to meet aggressive deadlines by prioritizing and managing work to meet critical project time lines in a fast-paced environment. Good team player but can work with limited or no supervision.

### **Technical Skills**

Adobe Illustrator, InDesign, Photoshop, Fireworks, Dreamweaver, Flash  
Mac OSX and PC platforms.

### **Experience**

#### **1981- 1985**

Dysan Corporation. Sr. Graphic Designer, Art Director.  
Design and production of corporate/sales literature, product packaging and advertising.

#### **1986 – Present**

Independent contractor, DBA StreetSmart Communications, Inc.  
Traditional graphic design, web design (starting 1995), web product development and e-learning design and development (starting 1998), GUI design (starting 2002)

#### **Clients:**

2008-2009: Chevron (web and GUI), eBay (GUI), Kohler (interactive user guides), FileMaker (Iconography), Recomax (GUI), Creshendo Networks (product literature)  
Previous: Applied Materials, Agilent Technologies, Hewlett Packard, Fujitsu Software, Leviton, Life-Source (AND), NBC Telemundo, Oblix, Omnicell, Redline Networks, Ricoh Cameras, Sygate Technologies, Toshiba Microelectronics USA , WebEx and many others.

#### **Portfolio:**

<http://www.streetsmartcom.com/GUISamples>

## Summary of Expertise

### Graphic User Interface Design:

Concept development, design ideation and prototyping of web-based applications, products and portals that visually addressed business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography and user interface elements. Utilization of user-centered design principals and Web 2.0 technologies. Worked with in-house and contract UX teams on developing design specifications, storyboards, wireframes, and prototypes. Designed final screens and produced icons for web-based products and applications.

### Web Design:

Design and development of navigational threads, look-and-feel and prototypes for websites and web portals including flowcharting, navigation, look-and-feel design, style specifications and image/iconography production. Designed and produced Web advertising and web mail pieces.

### Product demo and e-Learning:

Designed and produced software and hardware product demos and Flash-based e-learning courses. Responsible for all aspects of production cycle from storyboarding and prototyping to signing-up of talent (video, voice-over) and production.

### Traditional Design:

Logo and brand development, collateral materials design and production, packaging design and production for Hi-Tech, medical and consumer products.

## Project Examples

### GUI for web and software products.

Translated requirements into concepts and elegant user designs, interaction models, user task flows, screen designs, and UI details that promoted ease of use and optimized the user experience for various online products. Projects included GUI for complex web portals, IT applications products, consumer video/audio transcoder software, web-based productivity tools for publishing industry, and consumer and corporate GPS tracking and security systems. Knowledge and experience with applying user-centered design concepts and methodologies in Agile environment. Successfully collaborated with engineering, product management, and user research teams.

- Compared competitor's packages with existing client's software and wrote comparison reports.
- Originated new concepts, strategies, or innovative approaches
- Delivered user experience solutions with a focus on user needs and business goals.
- Worked on user profiles and scenarios to create (as part of GUI team) GUI workflows, flowcharts and wireframes.
- Directly responsible for delivering all aspects of design, from concepts and prototypes to UI specifications
- Translated business requirements into visual concepts
- Developed all major product/applications screens and specifications
- Designed GUI prototypes in Flash and Dreamweaver
- Produced guideline and visual specification documents for developers
- Supported development team with production of icons and graphics
- Participated in usability testing and incorporated results into final delivery

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### **E-Learning Projects and Product Demo**

Over 20 e-learning courses for Applied Materials and WSP Environmental. Product demos for personalization software, PDA security products, hardware products, complex home entertainment products and many others.

- Reviewed projects and translated the requirements into visual concepts
- Formed user scenarios that connected user interactivity to needs, goals and business/learning objectives
- Created schematics and prototypes to help client to sign-up on the deliverables
- Developed efficient, cost-effective solutions for each project
- Worked with SMEs to produce storyboards and establish appropriate testing methodology
- Produce high-quality graphics and animations
- Located, interviewed, signed and supervised talent (video, VO, models)
- Produced actual e-learning courses and product demos
- Worked with technical/production team for large-scale e-learning projects
- Took part in project deployment, testing and troubleshooting.

### **Advertising**

Conceptual design and development for on-line and print advertising campaigns. Magazine, POP, direct mail and web-based (banner and landing pages, HTML e-mail ads) advertising for hi-tech, medical and entertainment industries.

### **Traditional Graphic Design**

Designed and produced Corporate ID packages, sales and corporate literature, mailing programs, trade show graphics, packaging and hi-level illustrations for many companies in the Silicon Valley.

### **Education**

MS in Industrial Design with minor in Graphic Design. Muchina College, University of St. Petersburg, Russia.

MBA level Marketing and Business classes – SJSU

### **References:**

Available upon request

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