

cindy gordon design

cindygordondesign@gmail.com
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206.427.0650

Highlights

- Extensive design experience in branded environments, products, web applications, software and websites
- Fourteen years working with national market leaders to realize their visions in collaboration with award-winning design teams
- Highly self-motivated person who excels with fast-paced timelines with an understanding of resources, budget, and production

Employment History

Application Security, Inc | January 2011 – current | New York, NY

User Experience Lead

- Responsible for the art direction and design management of both in-house desktop and enterprise web application products
- Project manage and design feature requests, conduct research and user testing, manage the design implementation
- Overhauled the information architecture and interface to effect intuitive navigation and more satisfied users
- Distilled complex, data-rich information and presented it in a visual hierarchy which guides users through with ease
- Hired and trained assistant contract designer to maximize design quality with available time before product releases

cindy gordon design | January 2010 - December 2012 | New York, NY

Website Designer, Consultant for Partners in Kind

- Consulted with the startup from initial birth of concept to create the brand and voice for the company
- Rapid concept wireframing for all branded pages to final visual mockups for implementation by developer

Design Architect, Contractor at Rockwell Group

- Co-ran a conceptual design proposal for a 30,000 sq/ft interactive environment for Coca-Cola to engage and educate visitors
- Researched cutting-edge artists to participate with custom installations, created floorplan layouts and 3D concept renderings

User Experience/Interface Designer, Contractor at Application Security, Inc.

- Sole user-facing designer for enterprise security database software, worked with engineers to develop web-based applications
- Wrote use cases, created workflow diagrams, wireframed concepts incorporating GUI standards, updated look and feel, icons

Interactive Boutique/Window Designer, Freelancer for Audemars Piguet

- Co-designed and produced a showstopper window display to help promote the AP brand in their new boutique off 5th Ave
- Sourced and implemented the first 10-finger multi-touch input sales desk in retail application
- Responsible for visual design, client presentations, technology research and materials specifications, installation

Senior Designer, Full-Time at Purepartner By Design

- Project led and designed the 2009 CTIA Kyocera Wireless tradeshow booth (60' x 80') through production and installation
- Project managed and co-designed re-branding of new company identity (website, business and marketing collateral)

Formfly, a division of Synsor Corporation | January 2002 – December 2009 | Seattle, WA

Senior Designer

- Responsible for project management of ideas from concept to production including conceptual brand strategy/graphics, prototype shop drawings, engineering handoffs, material specifications, store layouts, production art, article inspections
- Supported the internal Kodak design manager consistently with excellent, quick designs. Our team was awarded all merchandise and POP business from long-term primary customer, Kodak, for our responsiveness and customer relations
- Drove the engineering and manufacturing team to expand their knowledge/skills to implement my AT&T mall kiosk design "stealing the limelight from neighboring Sprint kiosk" according to the Sprint kiosk employees
- Designated designer and project manager by owners for internal design including office remodel, corporate identity, marketing
- Co-designed and programmed our internal Microsoft Office Sharepoint site as well as those for clients
- Developed expertise for sustainable design and led an internal team to make the office and manufacturing plant greener
- Other roles: supervised and trained junior designer, wrote design proposals, directed photo shoots, materials librarian, updated parent company's website through CMS

Clients include: long-term engagement with Kodak (installations in Best Buy, J&R Electronics, Madame Tussauds, Office Max, Target, Walmart, Wegmans), Alaska Airlines, Boots, California Closets, Charlotte Russe, Coffee Bean & Tea Leaf, Costco, Cellular One (acquired by AT&T), EID for the US Military, Fluke Corporation, Jamba Juice, Nintendo, Starbucks, Tully's, Verizon

Designer

- Instrumental in developing the Formfly identity and website, responsible for naming the design team division
- Co-designed K-12 school furniture line, managed development of website - new product design doubled sales
- Contributed to nationwide roll-out of Alaska Airlines Airport of the Future, directed Anchorage grand opening photo shoot
- Initiated and improved quality on our shop floor by working with shop managers to produce example boards for each division

Microsoft | August 2000 – 2001 | Redmond, WA

Interactive Web Application Designer, Contractor

- Collaborated on site navigation redesign for MSN MoneyCentral (now MSN Money) with internal design team
- Worked with program managers as lead designer on web-based features for Pocket PC, Messenger, Web FN, Stocks and Taxes
- Volunteered outside my job responsibilities to code features to help relieve overburdened development team

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Awards

POPAI - Best of Industry Permanent Award for Kodak All-In-One Printer End Cap | 2008
Interior Design Magazine - Store of the Year for Nintendo World in Rockefeller Center | 2006
ARE (formerly NASFM) Retail Design Awards - Special Merit Outstanding Store Fixture for Kodak Gifts Wall Display | 2003
ID (International Design) Magazine - Best of Category Student Work for Eco Wall Garden | 2000
IDSA Northwest Invitational - Best of Category for Eco Wall Garden | 2000
IDSA Northwest Invitational - Technical Achievement for Mindscape Wearable Technology | 2000
IDSA Student Merit Award (graduated top of class, recipient of other scholarships) | 1999
UW ID Department - Humanities, Technology and Materials Award | 1999

Technical Skills

Project Management: JIRA, Wiki, Sharepoint, Microsoft Office, Agile Software Development
User Centered: Requirements Gathering, Use Cases, Consumer Needs, IA, UX, UI, Heuristic Evaluation, Industry Standards and Trends
Design: Wireframes (sketching, Visio, Balsamiq), Design (Adobe CS4 Suite, Axialis, Expression Blend)
Implementation: Familiar with HTML, CSS, Understanding of Flash, Google Web Tools, Windows Presentation Format, Dev Express
Design Principles: Consistency, Scalability, Color, Typography, Composition, Navigation, Re-Use, Design for Disabilities

Academic Studies

Intro to Arduino | 2008 | 911 Media Arts, Seattle
· Programming robotics that respond to light, sound and motion

Intro to Flash | 2004 | School of Visual Concepts, Seattle

BFA, Industrial Design | 1999 | University of Washington, Seattle
· Invited to show at the School of Art's UW Alumni Design Show | 2006

Marchutz School of Painting | Summer 1995 | Aix-en-Provence, France

Activities & Associations

WebVisions Conference | 2012
The Sugar Scoop (self published blog articles) | 2012
World Maker Faire (DIY tech event created by Make magazine) | 2007, 2012
MIDI Designer (Apple tablet app consultant) | 2011
Burning Man (organized and led WWDTD theme camp) | 2008, 2010, 2011
Find the Future (published articles in book in permanent collection at the New York Public Library) | 2011
Dorkbot; people doing strange things with electricity | regular attendee
International Contemporary Furniture Fair (ICFF) | 2001, 2006, 2009, 2010, 2011
Association of Professional Design Firms (APDF) | 2010
NYC Greener Gadgets Conference (attended as press to cover the event) | 2010
Industrial Designers Society of America (IDSA) member | 1999 - 2000, 2003 - 2010
In-Store Marketing Institute | 2006-2009
POPAI | 2006-2009
Seattle Green Festival | 2008
Euroshop | 2008
100% Design Tokyo | 2007
Consumer Electronics Show (CES) | 2006, 2007
Global Shop | 2003, 2006
Salone di Mobile | 2005

Interests



Burning Man



Art



Snowboarding



Travel



Photography