

GIBBY GUTIERREZ

USER EXPERIENCE DESIGNER AND INFORMATION ARCHITECT

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EXPERIENCE

- Dematic**
2015 - 2017
- Principal User Experience Architect**
Design, strategize, collaborate and implement functional, intuitive and cohesive user experiences for a host of Dematic products in warehouse operations management (operations, maintenance and IT infrastructure), data analytics, cloud-based applications & platforms, IoT and machine-level (OPC/PLC) administration & maintenance. Pioneer the future of the logistics industry's user experience to bolster operational efficiency and maximize productivity. Establish a user-centered design process within the company culture and foster strategic, scalable user experience design methods, and utilize modern product and software development best practices to improve and unify current and future products and services. Lead, direct and mentor other UX designers, collaborate with product management teams, fulfill the needs of clients big and small, and set the industry standard for warehouse operations management.
- Academy of Art University**
2015 - Present
- Adjunct Instructor - Web & New Media**
Instruct students and design & create curriculum in the subject of User Experience Design as it relates to production workflow, strategies, best practices, production software and industry design standards. Mentor and prepare students for real-world application of UX skill sets to create professional-level projects and portfolios.
- WorldVentures**
2012-2014
- Senior User Experience Designer**
Collaborated within cross-functional teams (Creative, Development, Marketing & Executive-level), to plan, prioritize and deliver design strategies, information architecture, visual designs and layouts to complete a cohesive, intuitive and aesthetically pleasing user experience for multiple websites and applications that met business, marketing and user experience criteria.
Leveraged modern web, mobile application technologies, graphic design principles and best practices to define innovative user experiences and interaction models that resulted in improved user activity, customer engagement, profitability and operational efficiency.
- Freelance**
2011-2012
- UX Designer, Interaction Designer & Information Architect**
Freelance Interaction Designer specialized in UX/UI/interaction & visual design and Information Architecture for Web, Mobile, Tablet, Desktop, SaaS, CRM, B2B and B2C applications.
Clients included The Weather Channel (Mobile UX Designer: TWC Mobile and Console Apps), TargetBase/Acura/Honda (Lead Information Architect: Web-Based, SaaS Client-Side Marketing App), and Keas.com (UX/Interactive/Game Designer: Web-Based Game and Social Applications).
- Osterhout Design Group**
2010-2011
- Creative Director - User Experience & Marketing**
Directed, collaborated and contributed to the strategic goals and branding of the UX and Marketing Department's projects, and ensured the creative process operated in an efficient and profitable manner. Conceptualized, documented and presented unified & persuasive ideas for products and marketing materials using the most cutting-edge techniques and technology for custom hardware (AR), mobile devices, application development, interaction design, video production, motion graphics, 3D presentations and animation.
- Walmart.com**
2010
- Mobile User Experience Designer**
Collaborated with Senior Designers, Creative Managers, Information Architects, m/e-commerce site and business owners to conceptualize and execute mobile interface designs (iOS, Android, RIM and Mobile Web) and cohesive user experiences that advanced the company's merchandising, business, marketing, and branding objectives.
- OnDeego**
2007-2011
- Mobile Application & UI Designer**
Designed and architected engaging, visually-striking and user-friendly mobile applications, interfaces, games and dynamic, interactive experiences for multiple smartphone platforms and legacy cellular phones (T9) designed to compliment cross-media marketing campaigns, promotions, branding & business objectives for clients.

EDUCATION

- The Art Institute of California San Francisco**
2004-2010
- BS - Video Game Art & Design**
Specializations in Game Design, User Interface Design and Systems Design
- The Art Institute of Dallas**
2006-2008
- Media Arts & Animation**
Specializations in UI & Motion Graphics

EXPERTISE

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|--------------------------|--------------------------|
| User Experience Design | Information Architecture |
| Interaction Design | UX Strategy |
| Enterprise/SaaS/PaaS UX | Multi-Platform Design |
| IoT & Machine Data Mgmt. | Workflow Creation |
| UX Documentation | UI Design |
| 2D/3D Asset Production | Interactive Prototyping |
| Motion Design | Scripting |
| Game/Systems Design | Video Production |