

# DANIEL GENSER

{Web, Graphic, UI/UX, CSS, Jack of all trades} Designer

## SUMMARY

I am a creative problem solver who thrives in a fast-paced, agile, collaborative environment. During my seven-year career, I have accrued cross-disciplinary experience as a web designer, print designer, front-end HTML/CSS developer and user experience designer. I have a well-rounded knowledge of the design process from conception to execution and feel comfortable presenting my work to others.

During this time I have completed a wide variety of projects including website re-designs for highly visible websites that attract hundreds of thousands of visitors per month, cross-platform (iOS/Android) mobile app designs for a major cable network, and brand identity guides for international corporations. I'm passionate about doing great design work with good people for a product and company I can believe in.

## EXPERIENCE

Senior Designer, Übermind - 2011 - Present

Led visual design for iPad, iPhone and Android app projects for TruTV, a popular Turner cable network. Worked with client stakeholders, development team, user experience team through two release cycles in an aggressive timeline that included conceptual design, wireframing, prototyping and final asset production. Additional projects were completed for Target and Showtime.

UI/UX Designer, Builder Assistant - 2008 - Present

Created and implemented design standards and patterns for non-profit disaster relief management web application. Worked remotely with geographically distributed requirements, project management and development teams to design an easy-to-use, rich user interface, including a conversion of the app from Silverlight to HTML5/CSS3 to facilitate its use on tablets and handheld form factors.

Designer, Parallels - 2009 - 2011

As a designer and front-end HTML/CSS developer I led two major consumer launches for Parallels' primary consumer product, Parallels Desktop for Mac 5 and 6, a major home page re-design and an overhaul of Parallels' suite of email marketing templates. Additional responsibilities included: realigning product page UX to optimize message and imagery, provided creative direction to Moscow, Russia-based web team, and worked with branding manager to define and refine the Parallels brand identity.

Co-founder/Designer, Zigflitz - 2004 - 2010

Founding partner of a small design firm that offered graphic design, brand identity design, web design and development to small and mid-sized companies in a wide variety of industries including retail, high tech, environmental science, energy, senior care and sales consulting.

## TECHNICAL SKILLS

Adobe Creative Suite	HTML5	CSS3
Web Standards	Working understanding of jQuery and JS frameworks	Mobile Web Design
Agile/SCRUM	iOS App Design & Asset Production	Android App Design & Asset Production

## REFERENCES

Mary Starman	Director, Product Marketing Parallels	(206) 778-2983
K.C. Geiger	Senior UX Engineer Übermind	(206) 661-3209
Brandon O'larey	Video Editor Contour	(253) 678-3869

## CONTACT INFO

Phone	(206) 218-9405
Email	daniel@zigflitz.com
Address	55 S. Atlantic St. #313 Seattle, WA 98134
LinkedIn	<a href="http://www.linkedin.com/in/danielgenser">http://www.linkedin.com/in/danielgenser</a>
Portfolio	<a href="http://www.danielgenser.com">http://www.danielgenser.com</a>