Gregory Kendall
Senior Web Designer

Email: contact@juggernautmachine.com | Portfolio: http://juggernautmachine.com | Tel: (818) 749-1871

SUMMARY

Throughout my fifteen years of experience as a web designer, including nine in e-commerce, I have been involved in all stages of the creative process, from creating prototypes, designing user interfaces and user interactions to high fidelity mockups and front-end development.
I strive to experiment and create unique designs, while keeping the user experience intuitive. I make it a priority to keep my skills up to date with the best UX/UI practices and the ever changing design trends.

WORK EXPERIENCE

Senior Web Designer

PriceGrabber.com   *Los Angeles, CA (March 2006 to March 2015)*

Lead designer on three major PriceGrabber site redesigns (created wireframes, prototypes, mockups, A/B testing) leading to improved user experience, better conversion rate and faster page loads.

Designed and shipped three iPhone and Android applications (Dealgrabber, Pricegrabber, Snapette). Worked with stakeholders and product managers to create competitive analysis, user flows, interactive wireframes and high fidelity mockups. I worked with the development and quality Insurance teams to successfully ship the applications within the given deadlines.

Lead the re-branding of newly acquired fashion start-up company Snapette. I worked with the stakeholders, organized meetings and worked with development team abroad to ship a fully upgraded visual experience resulting in an increase of 120% in downloads in the Apple Store.

Created a motion graphic video from storyboard to final product to promote Smart Stores, a new product to help website's monetization.

Created successful rich media campaigns for major brands such as Disney, Sears, Hoover, Microsoft, Apple, Samsung, T-Mobile and more.

Awarded first place in PriceGrabber's internal Hackathon.
My teammates and I designed a wish list application using PriceGrabber's new API. We competed against thirty people divided into nine teams.

SKILLS

UX/UI & Design Skills

Paper Sketching
Storyboards, Wireframes
Prototypes, Mockups
Interactive Design
Mobile Application Design

Technical Skills

Expert HTML5/CSS3
Responsive design
Bootstrap
PHP, mySQL, SVN, Git
Javascript/jQuery

Creative Tools

Photoshop, Illustrator
Axure, InVision, Balsamiq
After Effects, Pixate, Sketch

Languages

Fluent in English & French

Creator, Designer

Monstercocktails.com   *(2013-2015)*

The goal was to create a cocktail database that was attractive, easy to use and would make the user interested in the art of mixology.
A field study showed us that easy to follow, beautiful photos, a mobile view and ability to see recipes based on ingredients were important.
I conceptualized and created the entire user interface, the responsive site, and the front-end development.

Web Designer

Oxalis France   *Nîmes, France (October 2004 to November 2005)*

Created numerous websites and internal applications from wireframes to delivery. Met with clients, documented requirements and delivered products. Specialist in HTML/CSS and cross-browser compatibility.

Web Designer

Emblema Limited   *London, UK (April 2003 to January 2004)*

Designed assets and assisted the lead designer in the creation of Flash websites for a wide variety of clients.

Web Designer

Concept 5D   *London, UK (September 2001 to March 2003)*

Created and animated graphics for CD-roms, movies and Flash sites while also assisting other designers and developers with various design tasks.

EDUCATION

Foundational Art

Gnomon School of Visual Effects   *Hollywood, CA (2012)*

Figure Drawing and Visual Communications on-campus courses.
Communicate form and motions through 2D representations.
Create concepts and learn how to refine them through ideation.

Computer Science Degree

Lycée Technique Régional Dhuoda   *Nîmes, France (1999 to 2001)*

Specialization in automatic systems building and programming.

Bachelor's Degree in Electronics

Lycée Technique Régional Dhuoda   *Nîmes, France (1997 to 1999)*

Specialization in electronic components and schematics.