

# GIOVANNI G. GUTIERREZ

Sr. Product Designer & Front-End Developer

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## PROFILE

Strongly passionate and highly collaborative in designing and developing new interactive experiences. Creates pixel-accurate designs while engaged in writing clean, production-ready code. Skilled in hiring, training, supervising, and mentoring talent. Strives to learn new industry trends and emerging technologies. Flexible in various in-house and remote working environments, having held positions for startups, creative agencies, and fortune 5000 companies.

## SELECTED EXPERIENCE

### Sr. Product Designer & Front-End Developer, Better Car People (BCP) 2020 - Present

The Senior Product Designer & Front-End Developer shapes the direction and trajectory of a new or existing product. They partner with cross-functional teams in all phases of design and development to build experiences that resonate with users on the application dashboard, website, and beyond (e.g., emails, landing pages, etc.). They incorporate user-centered design principles to produce high-quality designs and builds that inspire, engage, and excite users. They collaborate with fellow designers and developers while exhibiting proven leadership skills and the ability to execute a creative vision. Most of all, they understand how products and experiences are viewed today, and reimagine how they will serve and delight the users in the future.

### Interactive Art Director | Front-End Developer | Web / UI Designer, 3 Birds Marketing 2014 - 2020

Lead and managed a cross-functional interactive creative team in the conception, design, and development of web and mobile based applications, responsive websites, and emails. Designs and Front-End develops interfaces for web that connect the users of an application to its back-end processes and data. Works closely with executives and product managers to review client strategies and develop strategic recommendations. Translates business objectives into interactive creative solutions. Works directly with in-house designers to translate visual components and interfaces for web, email, and software applications from concept to responsive templates.

### Interactive Designer | Graphic Designer | Video Producer, Big Ring Interactive 2011 - 2014

Cooperated with clients in designing websites that smoothly blend visual identity with user experience. Front-End developed sites with proficiency in HTML, CSS, and Javascript. Utilized Wordpress as a Content Management System. Created branded digital and print deliverables for advertising, collaterals, corporate identity, magazines, and digital media interfaces. Produced educational, promotional, and interview videos using DSLR cameras, lav mics, tripods, and sliders. Designed and implemented motion graphics, color, and effects. Edited final videos ranging from thirty seconds to over an hour. Directed client meetings and managed projects from concept to completion.

### Co-Founder | Creative Director | Writer, Charlotte Burger Bog | Triangle Burger Blog 2010 - 2016

Created and implemented every design, interactive, and development aspect of this local burger review website. Has been featured in local & national media programs and local print publications such as Travel Channel's Man v. Food Nation, The Charlotte Magazine, Creative Loafing, Charlotte Happenings, Charlotte Today Morning Show, WSOC-TV, and WFAEats. Partnered with Google, Inc to bring exclusive content to the mobile app Field Trip.

## EDUCATION

### Bachelor of Fine Arts in Digital Media

University of North Carolina at Charlotte 2011

Cum Laude | GPA: 3.48 / 4.00

Vice President of the Digital Art Mob

Dean's List Fall 2010

## SKILLS

Sketch, Adobe Creative Suite

HTML5, CSS3, Sass, PHP

Javascript, JQuery, Razor

Foundation, Bootstrap

Git, CLI

Sublime Text

HubSpot, Shopify, Wordpress

Asana, Jira, Aha!, Zoho

Google Apps

Microsoft Office

## SELECTED AWARDS

Best Local Blog, Creative Loafing Best Of Charlotte Awards  
Outstanding Visual Achievement, ACUI Region 5 Conference  
Award of Excellence as Student Volunteer, SIGGRAPH  
Outstanding Achievement in Digital Media, UNCC  
Navy Unit Commendation, U.S. Marine Corps  
Meritorious Unit Commendation, U.S. Marine Corps

Marine Corps Good Conduct Medal, U.S. Marine Corps  
Iraq Campaign Medal, U.S. Marine Corps  
Global War on Terrorism Service Medal, U.S. Marine Corps  
Sea Service Deployment Ribbon, U.S. Marine Corps  
National Defense Service Medal, U.S. Marine Corps