

# GREGOR KALFAS

## USER EXPERIENCE DESIGN STRATEGIST

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### SUMMARY

UX/UI design professional with solid background in brand marketing, research, graphic design and front-end development. Experience working independently and collaborating with teams in start-up, agency and corporate environments. Skilled in all stages of the experiential design process, including discovery, ideation, prototype development and user testing.

### WORK EXPERIENCE

#### Independent UX/UI Designer & Front-end Developer (San Francisco) 2013–present

Develop end-to-end solutions for user experience and human-centered design projects. Prepare and conduct user interviews, usability testing, heuristic evaluations and comparative analyses. Generate competitive analyses, storyboards, personas, mind maps and customer journey maps. Produce information architecture deliverables including user-flow diagrams, wireframes and site maps. Design and code original and CMS-based websites/user interfaces using HTML, CSS, JavaScript and PHP.

**Clients:** Redwood Group/ESR, Mountain Stuff, Chris Winslow Studios, Bottle Rock Napa Valley, Kiddify

#### Graphic Design & Marketing Consultant (Chicago/San Francisco) 2002–2006/2009–2013

Provided marketing communication, corporate identity, graphic design and social media marketing support to clients in pharmaceutical, consumer goods, financial services and entertainment industries.

**Clients:** Thomson, Allergan, AMB BlackPine, Hick Productions, Slow Girl Foods, The Redwood Group

#### Group Marketing Director — The Redwood Group (San Francisco/Tokyo) 2006–2009

Created brand and corporate identity; oversaw marketing communication and PR strategy for global real estate investment firm and development groups

#### Director of Marketing – eTranslate (San Francisco) 1999–2002

Established corporate messaging, inbound and outbound marketing strategy and marketing communication program for Web localization services and software start-up; worked to achieve company growth supporting nine offices worldwide.

#### Group Account Director – The Atlantic Group (San Francisco) 1998–1999

Headed West Coast office of advertising and marketing communications agency. Supervised accounts for Wells Fargo and VoiceNet.

### EDUCATION

#### Bay Area Video Coalition / TechSF (San Francisco)

Certification in Experiential Design

#### Acumen+ IDEO (San Francisco)

Certification in The Course for Human-Centered Design

#### San Francisco City College (San Francisco)

Visual Media Design: Web Development Track

#### INSEAD – The European Institute of Business Administration (Fontainebleau, France)

MBA, International Marketing

#### The University of Michigan (Ann Arbor)

BA, Japanese Studies, Minor in Marketing

### SKILLS

Front-end Development  
User Interviews  
Contextual Inquiries  
Heuristic Evaluations  
Task Analyses  
User Stories  
Experience Mapping  
User Interface Design  
Information Architecture  
User Flow Diagrams  
Wireframes  
Rapid Prototyping  
Usability Testing  
Visual Design  
Mockups  
Content Strategy  
Social Media Marketing  
SEO

### TOOLS

Photoshop  
Illustrator  
InDesign  
Sketch  
Dreamweaver  
SublimeText  
Brackets  
Wordpress  
OmniGraffle  
Axure  
InVision  
UXPin  
Adobe XD  
Marvel  
Slack  
jQuery  
Sass / LESS

### LANGUAGES

HTML5  
CSS3  
JavaScript  
PHP  
English  
French  
Japanese  
Spanish