

GREGOR KALFAS

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CAREER PROFILE

- Creative graphic, web and UX/UI design professional with strong marketing strategy expertise
- Experience in executing and managing end-to-end creative projects: research, planning, discovery, visual design and development
- Skilled in experiential mapping, information architecture diagramming, creating wireframes, prototyping and usability testing
- Highly adept in both content strategy and front-end development
- Experience in working on both solo projects and through team collaboration in corporate, agency and start-up environments

SKILLS SUMMARY

- HTML/CSS/Sass
- JavaScript
- PHP/MySQL
- Adobe Creative Suite
- Information Architecture
- Interaction Design
- Prototype Development
- Usability Testing
- Visual Design
- Marketing Communication
- User Research
- Content Development

RELEVANT EXPERIENCE

UX/UI/Web Design and Front-end Development

- Conduct contextual inquiries, observational interviews, competitive analyses and content audits to help define scope and strategy of user-centered design projects
- Develop experiential mapping, personas and storyboards
- Create information architecture structural and user flow diagrams
- Develop interaction design wireframes and prototypes to conduct usability testing
- Design and hand-code original websites with HTML, CSS, Sass, JavaScript and PHP for corporate and small business clients
- Facilitate client-site interaction by integrating existing websites with customized CMS with more accessible user interface
- Produce content strategy, develop content audits and inventory, and write and manage original site content for multiple websites

Digital Graphic and Visual Identity Design

- Establish integrated visual identity programs, including naming, logo creation, color palette and typography selection, and consistent application guidelines, for print and online presence
- Execute digital image retouching and original photo design through Photoshop
- Create original logos, icons and vector illustrations for online content using Illustrator
- Conceptualize and design print layouts for corporate brochures and marketing collateral

Marketing Communication and Strategy

- Directed group marketing departments in start-ups, with overall responsibility for building marketing communication and strategy program
- Managed creative agency relationships to develop brand identity and ensure consistent messaging across all platforms, in multiple global markets

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WORK HISTORY

UX/UI Designer and Web Developer

September 2009 to Present

Independent (San Francisco)

- Develop end-to-end solutions for user experience and human-centered design projects
- Engage in user research/discovery, and generate competitive analyses, storyboards, personas, mind maps and customer journey maps
- Produce information architecture deliverables including user-flow diagrams, wireframes and site maps
- Create high fidelity mockups and prototypes; conduct user testing throughout iterative process.
- Design and code original and CMS-based websites / user interfaces using HTML, CSS, JavaScript and PHP

Group Marketing Director

July 2006 – September 2009

The Redwood Group (Tokyo, London and San Francisco)

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

Brand/Marketing Communications Consultant

July 2002 – June 2006

Independent (Chicago and San Francisco)

- Provided cross-functional support for marketing communication, PR, corporate identity and design programs to clients in Pharmaceutical, Financial, Real Estate Investment and Interior Design industries

Director of Marketing

April 1999 – June 2002

eTranslate (San Francisco)

- 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.

EDUCATION and CERTIFICATIONS

BAVC/TechSF

Experiential Design Certificate

IDEO/Acumen

Certification in The Course for Human-Centered Design

San Francisco City College

Visual Media Design, UX Design, Web Development and Programming (San Francisco, CA)

INSEAD (The European Institute of Business Administration)

M.B.A., International Marketing (Fontainebleau, France)

The University of Michigan

B.A., Concentration in Japanese Studies, with minor in Marketing (Ann Arbor, Michigan)

LANGUAGES

English (native), French, Japanese, Spanish