RALPH GUNDERSON J.R.

creative direction / user experience design

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USER EXPERIENCE DESIGN

UX Director / Design
Digital Scientists
Oct 2007 - Present

Lead the Design group and creative initiatives. Collaborate with Design, Development, and Marketing teams to build interfaces for mobile & web applications. Create compelling, pixel-perfect layouts, tested into product launch. Deliver top-quality work for brands large and small – including AT&T, Interface, NAPA, Office Depot, London Fog, Reuters, and others.

Interface Designer
Electrolux
July 2006 - Oct 2006

Worked directly with Design and Engineering teams to develop and extend the interface visual language – for a cohesive line of touch-sensitive controls for the kitchen & household. Finished work seen at popular retailers like Best Buy, Lowe's. On contract for project duration.

Product Designer
Rocket Science Group /
MailChimp
Sept 2003 - July 2006

Supported product mockups & development. Produced usable, appealing concepts and mockups for early builds of the MailChimp email marketing app, and client web projects. Involved from concept to layout, image selection/slicing, into build. Assisted with company branding projects for both RSG and MailChimp.

INDUSTRIAL DESIGN

Lead Furniture Designer
Studio OneUp
Oct 2006 - Oct 2007

Developed a line of modular furnishings for home and creative spaces. Designed and optimized cutting patterns for fabrics and urethane foam. Material sourcing and selection. Conceived & approved product samples. Streamlined new product development workflow.

Creative Assistant
The Coca-Cola Company
Sept 2004 - Dec 2004

Worked on contract with designers in the Licensed Product division. Developed branded product campaigns & concepts for Coca-Cola brand licensees: Concepts for Coca-Cola, Diet Coke, Sprite, and other brands in 2D and 3D applications. On contract for project duration.

EDUCATION

Bachelor of Science Industrial Design

Georgia Institute of Technology
College of Architecture, Atlanta, GA   2000 - 2004
Active member of IDSA, Certificate in Psychology

PROFICIENCIES

Leadership Skills:	**Creative Skills:**	**2D Applications:**	**3D Applications:**
Creative Direction	Application Wireframing	Adobe Creative Suite	Autodesk AutoCAD
Creative Concept / Definition	App / Interface Design	Bohemian Coding Sketch	Dassault Rhinoceros
Project Estimation / Timeline	Concept Refinement	InVision, Balsamiq	Dassault Solidworks
Project Management	Visual Design	App Patterns on iOS, Android	Auto-Des-Sys Form-Z
Proposal Creation	Prototype Development	Frontend / HTML, CSS, JS	Fecken-Kirfel Foam CNC
Business Dev Presentation	Agile / Product Owner	MS Office / Google / iWork	Lectra Fabric CNC
SCRUM / Agile Methods	User Acceptance Testing	Mac, PC, Mobile Proficient	Model / Prototype Creation
1.5 yrs German, 3 yrs Spanish	Market Research	Ruby, Github Experience	Fabrication / Shop Proficient