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## ::Skills::

### Creative:

- Strategic and conceptual approach with proven success at leading projects from start-to-finish
- Always remaining up-to-date in creative trends and technologies, for both print and interactive
- Strong typography and superior layout skills - with strict attention to detail for web, print and mobile

### Execution:

- Extensive experience as a hands on art director and creative director
- Extremely fluent in industry standard graphic software programs
- Thorough knowledge of production and printing processes
- Effective in iterative interactive/UX processes including agile, lean and angular

### People:

- Passionate, energetic and spirited with a great sense of humor
- Great at giving and receiving clear, constructive criticism
- Strong and dedicated team player
- Enthusiastic mentor for junior designers while also learning from the team

## ::Professional Experience::

### ::myMuseo::

Creative Director  
2016 - present

Design Strategy.

Ideation/proposals for site design (desktop/mobile) aligned with business goals.

Direct and motivate team members to help them use their talents effectively while providing feedback to the team.

Lead brainstorming/creative sessions to generate ideas.

Lead and review User Experience.

Provide detailed documentation for Functional Guidelines, Business Rules and Visual and Interaction Guidelines

### ::UX Design Consultant::

December 2013 - present

UX strategy/Visual design consultant for clients in the US and Japan.

## ::Microsoft::

UX designer

May 2013 · September 2013

UX Designer for Microsoft Press' digital/mobile product line: UX, interaction design and specification authoring for Windows 8.1 Store apps, MS certification exams and services.

## ::Earth Economics::

Senior User Experience Designer::

May 2012 – February 2013

Designing elegant user experiences for Earth Economics' browser-based application suite, the Ecosystem Valuation Toolkit. Human centered and responsive design, information architecture, interaction design, design ethnography, scenario based & context driven design.

Storyboards, mood boards, wireframes, conceptual IA documentation, and functional prototypes illustrating task flows and presentation layer interaction. Authoring visual & interaction guidelines and functional specifications. UI/UX fit and finish per milestone.

Print design for small books, sell sheets & other promotional/educational literature.

## ::Alere Wellbeing::

Lead Product Designer, User Experience

December 2010 · March 2012

Gathering and interpreting insights from users to inform design decisions, proof of concept designs, interaction design, wireframes and interactive prototypes for desktop applications in XAML/WPF.

Authoring functional & visual specifications, agile UX and rapid iteration. UI/UX fit and finish per milestone. Evangelizing guidelines, standards and best practices in desktop and web application design.

## ::Microsoft::

May 2007 - November 2010

### ::Graphic Designer 2, EXP User Experience Group::

Proof of concept design, interaction specifications and functional prototypes for internal facing resources codifying UX research for core products such as Visual Studio, SQL Server & the Technical Computing Platform The visual design of this internal resource incorporated early explorations of the Metro style grid structure, typography and color theory.

### ::Art Director, Manageability Services Group::

Storyboards, mood boards, wireframes, proof of concept designs & interaction specifications for an application framework supporting Microsoft's cloud computing services. End-user research & persona development, wire frames, style guide & specifications authoring. UI/UX fit & finish per milestone.

### ::UX Designer 3/Visual Designer::

Visual design and UX design hybrid role, working in the Developer Division on the UI for Visual Studio 2010: Working in a small team of UX designers, responsibilities included visual explorations for, and finalizing, the application color schemes and interaction models. Visual and interaction specification authoring. Internal marketing of the new features and UI included in VS 2010.

### ::UX Designer::

Finance Solution Delivery group

UX & UI design for browser based Microsoft financial tools. Including redesigns & new functionality for existing financial portals and new portals. Prototyping interaction models for implementation in limiting and constraining technologies such as SharePoint, Sequel Server Reporting Services, InfoPath & others.

### ::UX Designer::

Windows Live and the Microsoft Global Business Intelligence group, including Windows Live Hotmail sign-up flow.

### ::Senior Designer::

Identity design for Visual Studio Extensibility - including the VSX logo mark. PowerPoint templates for Visual Studio Extensibility for internal and external presentations, UX design for Visual Studio SDK.

### ::Horton Lantz & Low::

Senior Designer

February - March 2007

Interactive & user experience design, rich media marketing for clients such as Vail Resort, Microsoft, Flip Start and others.

### ::Eddie Bauer::

Senior Designer

August 2006 - February 2007

Senior Designer, e-commerce group. Responsible for final, production-ready, designs for the homepage and all top-level category pages on the Eddie Bauer web site for the holiday 2006 season. Working closely with senior art directors, marketing & usability this included proof of concept designs, seasonal branding and photo selection. Rich media and HTML Email concept design, overseeing & mentoring junior designers.

### ::Studio 36::

Principal/Art Director

June- 2001 - May 2007

Art Director for boutique studio specializing in design & design strategy for emerging brands: packaging, publication & editorial, branding, advertising, and photography.

Mentoring/supervising junior designers & interns, overseeing contract copywriters, designers. Photo art direction, new business client pitches, client presentations, vendor and service bureau management - including blueline reviews and press checks.

### ::Saltmine::

Art Director

May 2006 -August 2006

Art direction & design for interactive & print. Proof of concept design, mood & storyboards, blue-line reviews and press checks. Clients include Microsoft, Intel, Docusign, Playnetwork & others.

### ::Gift Certificates.com::

Senior Graphic Designer

Working with the Creative Director to design and produce web content, print materials, on and off line advertising campaigns. Working within established brand & identity guidelines and developing new subsets of these guidelines as required.

### ::Starbucks::

Senior Interactive Designer

May 2004- November 2005

Web Based Training Team: establishing user interface guidelines of Starbucks online training and tools, e-learning courseware using the ADDIE model of Instructional Design, for intranet and/or DVD. Proprietary intranet based work assistants.

## ::BBFM Creative::

Interactive Designer

Marketing & sales DVDs & CDs, E-marketing and user interfaces for event registration web sites for clients such as Microsoft, HP and others.

## ::Amazon.com::

Lead

February 1997 - April 2001

Supervision, mentoring and quality assurance of teams with up to 19 members: including full-time and seasonal staff, in Amazon's customer service department. Design and development for the Amazon customer service Intranet: web-based training using the ADDIE model of Instructional Design, browser based work assistants, Intelligence Agents prototyping including interface design and knowledge systems integration.

## ::Awards & Publications::

Finalist

Priz de la photographie 2011

Paris, France

Usability Life Cycle, Return on Investment. White paper  
Norman Nielsen Group

Honest Labors, Passionate Art

Portland, Oregonian Art at its Finest Portland, Oregonian

Semiotext(e) The USA Issue Columbia University  
Department of Philosophy

Pozdravi iz Babilona: Ameriska Subkultura

Teoretska Scena Univerzitetna Knjiznica Ljubljana, Slovenia

## ::Education::

University of Wisconsin

Madison, WI

Fine art / Studio Arts

Seattle University

Seattle, Wa

BFA, Photography