

Gerald Carvalho

{User Experience Designer}

<http://geraldcarvalho.com>

geraldcarvalho@gmail.com

4 0 8 . 6 2 3 . 1 2 5 2

EXPERTISE

User Experience & Interaction, Information Architecture, Usability, UI flows, Web / Mobile application Design, Wireframe & Mockup Development, Rapid Prototyping, Visual Design, Corporate Branding

TOOLS

Photoshop, Fireworks, Illustrator, Flash, Dreamweaver, InDesign, OmniGraffle, HTML, CSS, JS

EXPERIENCE

Sr. IX Designer | eBay | San Jose, CA | 09/09 - Present

- Worked with multiple business units to create usable solutions for various projects
- Redesigned AdCommerce UI flows and visual design for the pilot launch
- Analyzed, implemented and revised designs based on research findings
- Automated the existing manual Unpaid Item, also created UI and visuals for the same
- Worked closely with the design standards group to stay compliant with eBay patterns

Lead UX Designer | Obopay, Inc. | Redwood City, CA | 09/08 - 09/09

- Worked closely with the Business & Product team to analyze project requirements
- Defined page schematics to guide product decision making & Engineering development
- Initiated User research, Usability & Concept testing
- Created UI sketches, flows, wireframes & rapid prototypes for Web & Mobile platforms
- Designed UI solutions for internal product & partners (e.g. Citi, MasterCard & Nokia)

Sr. UX Designer | PayPal | San Jose, CA | 06/07 - 09/08

- Collaborated with cross-functional teams to provide UX support
- Created wireframes, visual assets and high fidelity mockups
- Designed the Virtual Terminal & Store Front applications for Merchant Services
- Designed the Global Seller Registration signup process for Market Places
- Reworked the Large & Small Merchant Business implementation guide per PayPal branding & also delivered UED spec for various projects

EXPERIENCE (contd.) **Sr. UI Developer | VISA, Inc.** | Austin, TX | 09/04 - 05/07

- Designed/maintained Visa Information Management Portal & other Financial portlets
- Worked with Product Office to define new requirements
- Develop and Prototype interaction while consulting with development team for feasibility
- Coded & Drove static demos & implement feedback from Business Users
- Tested application for business rules accuracy during post implementation cycle also created "Demo Videos" to support internationalization

Interactive Designer | CDC | Atlanta, GA | 05/04 - 09/04

- Gathered & Reviewed project requirements from Product Owners
- Developed Flash based Interactive tutorials (CBT/WBT's)
- Created design templates & Interfaces
- Audio & Video Editing

Lead Web Designer | Fohmics Technologies | Chennai, India | 05/02 - 05/04

- Developed & Designed Flash, Static & Dynamic Websites
- Designed Corporate Identity, branding & Marketing materials
- Design Team management, training & documentation
- Communicated directly with End-Clients & Offshore Team

Creative Visualizer | D'Zine Garage | Chennai, India | 06/00 - 04/02

- Brainstorm, Iterate & Storyboard creative design solutions
- Visualize & Design for the Web & Print
- Created User-Friendly interface, optimized for quick downloads
- Chose Optimal Technology for Scalability and Speed, Single-Click access to information and concise content

Freelancer | Clearwater Hampers | Oxfordshire, UK | 10/02 - 02/03

- Designed Solutions for Online Business Promotion
- Marketing Design Support targeting increase in seasonal promotions
- Designed Mailers, Banners & Print collaterals for in-house & affiliates
- Seasonal Website Updates and Maintenance

EDUCATION

Certified Usability Analyst | 2008
Humanfactors.com

Bachelor of Information Technology | 2003
Annamalai University

Diploma in Graphic Arts | 2000
{Specialized in Digital Pre-Press}
Salesian Institute of Graphic Arts

Diploma in Digital Pre-Press | 1999
Digiscape Gallery