



# GERALD TAA

SENIOR UX/VISUAL DESIGNER

## info



ADDRESS

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## education

 ACADEMY of ART UNIVERSITY

**BFA (Bachelor of Fine Arts),  
Major in Graphics Design**

San Francisco, CA 2000-2005

## skills

### SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Adobe XD
- Sketch
- Principle

### SPECIALTIES

- UI/UX Design
- TV Product Design
- Mobile Product Design
- Experience Design
- Wireframe
- Prototype
- Marketing Communications
- Creative Direction
- Concept Strategy
- Brand Identity
- Traditional & Digital Illustration

## ideology

Attention to detail, usability and ethnographic studies are key to producing a user-centered design. Keeping an eye on the technical aspects of a job and working through an effective creative process is important to the success of the final product.

## expertise

I'm a passionate UX/Visual Designer that worked closely with multi-disciplinary team of designers, engineers, prototypers, and user-researchers to lead the product design processes from ideation to production. I produce high quality deliverables through all phases of the project and craft interactive prototypes to quickly validate concepts with the team. I collaborated with engineers during implementation phase to ensure the product meets design intent and quality bar. With expertise in both interaction and visual design, I can deliver usable, elegant interfaces for mobile apps, TV, responsive websites, and emerging technology experiences. My 20+ years of experience have helped me developed strong conceptual and management ability, self-confidence, and the importance of client communication and satisfaction at the highest quality possible.

## experience

### Designer III, Visual Interaction Designer

Samsung Electronics | Mountain View, CA | May 2012–June 2018

I was the Visual Design Lead, which directly contributed to the launch of Samsung EXTRA™, Samsung Sports Live and Social TV apps. Drive innovation in the areas of content and services and cross platform/multi-screen interactions.

### Senior UI/Visual Designer

Sling Media | Foster City, CA | December 2009–May 2012

Serving as the key interaction and visual designer for the Sling Player Mobile used in Apples iPhones, iPad, Android, and Blackberry phones as well as creating a cohesive Sling experience in web and TV. Involve in early conceptual phase, wire-framing, visual design, and production, and file preparation in a team environment.

### Senior Graphic Designer

Jocoto Advertising Inc. | San Francisco, CA | February 2003–December 2009

Playing a large role within award-winning full-service creative department specializing in life science and medical devices. Responsible for developing and maintaining clients' brands, while contributing as a key team member involved in designing corporate websites, product packaging, brochures, datasheets, tradeshow banners/graphics, and email blasts.

### Senior UI/Visual Designer

Microsoft | Mountain View, CA | May 2008–May 2009

Conceptualized and developed key interactions and visual languages such as iconology, device illustrations, splash screens, and storyboarding components.

### Senior UI/Visual Designer

Danger | Mountain View, CA | January 2008–May 2008

Contract designer, developed the software usability, interface design, and system applications for the Sidekick LX 2009. Responsible for visual aesthetic and assets of software. Created splash screens, backgrounds, icons, widgets and components.

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# experience (continue)

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## Founder / Director / Designer

633 Design | San Jose, CA | December 2004–Present

Led, managed, conceptualized, and consulted various projects for external clientele. Develop frontend and backend website designs. Created flyers and posters for various social affairs, branding and logo development, company collaterals, vector illustrations, etc. Extensive client listing ranges from start-up companies to small businesses.

## Senior Graphic Designer

Design 2 Market | San Jose, CA | 2000–2003

Create corporate and product identity, tradeshow graphics, ads, brochures, mailers, and various printed collaterals. Also responsible for web design, animation, presentation materials, as well as illustration for hi-tech companies.

## Graphic Designer

Mullaly Communications | Pleasanton, CA | 1999–2000

A full-service advertising agency specializing in health communications. Device illustrations, charts, diagrams, and instructional materials are a few things I created for a large medical client like Lifescan. Also responsible for retouching and color correcting photos.

## Production Artist

Mrs. Carita, Inc. | San Jose, CA | 1999–1999

Preparing client files for separation for label, panel overlay, MARCOM custom exhibit and display graphics services. Also responsible for art preparation for vinyl-cut graphics as well as screen printed signs.

## Illustrator/Designer

West Tee Graphics | San Jose, CA | 1995–1999

Screen Printing, Embroidery, and Promotional Products services. Recreate client provided art to be prepared for screen printing; teeshirts and promotional materials. Also illustrate and design shirts for retail.

# Hobbies

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Basketball



Fitness



Drawing



Photography



Movies



Games