

# Steve Gifford

Senior UX/UI Designer

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Portfolio: <http://www.stevegifford.com> | LinkedIn: <https://www.linkedin.com/in/stevegifford>

I design clean interfaces and user-centered experiences.

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## SKILLS

- UX & UI Design
  - Persona Creation
  - Spec Documentation
  - Adobe Creative Suite
  - Sketch
  - CSS
  - Subversion
  - Wireframing
  - User Testing
  - Style Guides
  - Photoshop
  - Zeplin
  - LESS
  - Scrum/Agile
  - Rapid Prototyping
  - Heuristic Evaluations
  - Axure RP
  - Illustrator
  - InVision
  - Bootstrap
  - Responsive Design
  - User flows
  - Defining Requirements
  - Balsamiq Mockups
  - InDesign
  - HTML
  - Foundation
  - Mobile/Tablet Design
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## ACCOMPLISHMENTS

- American Graphic Design Award, Graphic Design:usa Magazine (Flash 4 Magic, New Riders Publishing)
  - Served as a consultant for hillmancurtis.com, one of the premier web design studios in the country.
  - Technical Editor, Photoshop 6.0 Web Magic, from New Riders Publishing.
  - Redesigned a Photo Management/Checkout system that resulted in \$1.5 million in sales in the first four days of launch through UX process.
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## PAST CLIENTS AND BRANDS

- Actor's Access
  - FIDM
  - Netflix
  - Pictage
  - Agfa
  - Frankfurter Allgemeine Zeitung
  - O'Reilly Media
  - Sharespost
  - DirecTV
  - Frederick's of Hollywood
  - PBS
  - Squidoo
  - Encore Software
  - Guess?
  - Pacificare
  - Vonage
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## EXPERIENCE

### Senior UX/UI Designer

Agfa | June 2013 to July 2017 | Thousand Oaks, CA

Established user experience and visual design processes for Eversify, a SaaS web application and mobile and tablet apps for news publishers. Sole designer handling the CMS and customer apps. Customers included Frankfurter Allgemeine Zeitung, Cleveland Plain Dealer, and the Swiss Federal Department of Foreign Affairs.

- Performed complete redesigns of all customer apps, app kiosks, and turn.js-based web editions.
- Led weekly design meetings, defining requirements, wireframing, spec documents, best practices, and style guides.
- Served as a primary point of communication between customers, stakeholders, and development team.
- Customer base grew from three newspapers to nearly 50 during by the time the redesigns were done.

### UX/UI Designer

Nonfat Media | June 2010 to May 2013 | Los Angeles, CA

Led improvements to user interface design and user experience for high-traffic film casting web applications that receive over 1 million hits per day. Sole designer, working to gather requirements with stakeholders, wireframing with Balsamiq user flows and layouts, and all visual design of multiple large-scale web applications. Created production-ready prototypes with HTML/CSS, heuristic evaluations, and writing site documentation (style guides, research findings).

- Redesigned a Photo Management/Checkout system that resulted in \$1.5 million in sales in the first four days of launch through UX process.
- Redesigned scheduling management tool via UX process to create a simple, more intuitive interface.

## Freelance Web Designer

July 2008 to May 2010 | Los Angeles, CA

**Guess? Clothing:** Designed and developed applications for the Guess? E-commerce site. Redesigned Fit Guide and Eyeglass Guide, designed email campaigns, and landing pages.

**Cloudmanic Labs:** User experience and user interface design for Mealstube, Forkfly, and CloudCRM web applications.

**Pictage:** Designed HTML email blasts, redesigned HTML templates, provided recommendations on improving their HTML email coding practices.

**Sharespost:** Designed emails, website widgets, and the first ever Dow-like tracker for pre-IPO startups. Sharespost Index launch was highlighted in Bloomberg, The Huffington Post, Forbes, the AP, and many other news outlets.

**Encore Software:** Designed and developed HTML email templates, and standardized the templates for their various brands. Coded the redesigned Encore Software site into standards-compliant XHTML/CSS design.

**Yesmail:** Designed and developed new email campaigns for Hewlett-Packard, Coca-Cola, and other clients. User experience and user interface design on Yesmail Direct project.

## Web Designer

Connexus Corporation | June 2006 to July 2008 | El Segundo, CA

Designed online marketing campaigns for a variety of brands. Designed email campaigns, landing pages, user sign-up forms, banner ads, and websites.

- Designed high-conversion email campaigns for Vonage, DirecTV, Blockbuster, Target, MSN and Netflix brands.
- Designed national marketing campaign to promote PBS special Depression: Out of the Shadows.
- Designed and coded templates for .us domains, providing a resource for users to access data about their home zip code, and designed the marketing campaign to accompany the <zipcode>.us sites.

## Freelance Web and Print Designer

9/2005–6/2006 Web and Print Designer/Freelance Los Angeles, CA

Design web front-end and print materials for various client-maintained web sites, ranging from simple brochure sites for bands, to lengthy contract work for larger clients.

**Squidoo:** Design and branding of Squidbids and The Ever Project sites.

**The Fashion Institute of Design and Merchandising:** Designed and coded alumni focus pages, and a student gallery section of the FIDM website.

**Pacificare Health Systems:** user interface design of a company intranet site for managing customer claims.

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## EDUCATION

### Bachelor of Arts, English (Creative Writing Focus)

Indiana University | December 1997 | Bloomington, IN

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## TESTIMONIALS

“He was the best designer I've had the pleasure to work with: creative, easy to get along with, prompt, tireless, and totally a team player. Also innovative with regard to technologies that would come to affect our businesses and the contexts those technologies would be used in.”

**Steve Weiss, former Executive Editor, New Riders Publishing**

“I could give him an assignment and would know he would finish before or on time with accuracy”

**Claudia Perich, former Production Supervisor, Marshall & Swift**

“Steve is my go-to guy for all things digital.”

**Christopher May, Ascenda Media**

“Steve has the right stuff - an analytical mind coupled with creative vision, bringing excellence and value to every project. His hard work and expertise make him an asset to any business, but it's his friendliness and warmth that make him truly valuable and appreciated by his co-workers.”

**Jim Burns, former Sales Representative, Connexus Corporation**