

JOHN GNOTEK

USER EXPERIENCE DESIGNER

PHONE
248-760-0270

EMAIL
johngnotek@cyberalley.com

PORTFOLIO
www.JohnGnotek.com

Pioneering spirit, creative soul, body of experience.

Experienced, multidisciplinary, interactive skills with a fervent aspiration to synthesizing current, established media with emerging technologies—to produce a whole profusion of new interactive experiences: responsive, immersive, storytelling and other new interactive methods to engage users. Over 20 years experiencing brands such as Thomson Reuters, Holley Performance Products, FUJI, BASF Automotive, Mahindra of Michigan, AbGONE, NutraCal, and InTouch to name a handful.

&# WORK EXPERIENCE;

&# PROFESSIONAL SKILLS;

Thomson Reuters June 2013 - Present

USER INTERACTION DESIGNER

- * User interaction designer and member of a UX/UI team to refine, design and give a common look and experience to Thomson Reuters' Intellectual Property Asset Management applications via Microsoft Silverlight/XAML/Visual Studio.
- * Work in an iterative, Agile environment with business, dev, analysts.
- * UI representative of four Scrum teams.
- * Designed and created a Common Controls Resource Library via Microsoft Sharepoint, an applicable reference and resource for designers, analysts, architects, developers, and new-hires alike.
- * Researched, designed and created POC mockups to investigate possible frameworks and technologies to convert existing Silverlight applications to responsive HTML5.
- * Designed, created and maintained libraries of icons for four products.
- * Conceived, designed and mocked up several new, user-centric product ideas:
 - An application to consolidate and aggregate a multitude of Thomson Reuters product offerings into a single workflow.
 - Automotive center-stack, clusters and heads up display application possibilities.
 - Application dashboard concepts.

www.ThomsonReuters.com

Arrow Strategies Feb 2013 - June 2013 | Thomson Reuters

USER INTERFACE (UI) DESIGNER

- * * User interface design for Thomson Reuters' IP Management rich Internet applications via:
 - Microsoft Silverlight
 - Microsoft Expression Blend
 - Microsoft Visual Studio
 - XAML

www.ArrowStrategies.com

The Gallery of the Arts Jan 2010 - Feb 2013

INTERACTIVE DESIGNER / UX / UI / IA / SEO / HTML/CSS

- * Created, designed and built this art gallery to be truly virtual and interactive.
- * Developed relationships with a wide variety of artists to create galleries for each, offering original art and giclee prints.
- * Devised the individual artwork to be easily accessible from multiple ways of searching (e.g. artists, art forms, medium, style, color, price).
- * Conceived, designed and built *Detroit Rock N' Fashion: A Virtual Art Exhibit* to be a dynamic, multimedia experience and a true virtual art exhibit (not a collection of pics online):
 - Eight artists from The Gallery of the Arts—involved in Detroit rock and/or Detroit fashion, showcasing 160 works of art.
 - Driven by 14 songs from eight Detroit bands these artists are directly involved with.
 - 300 Photos from 40 photographers.
 - Acquired permissions and developed relationships with a network of artists, musicians, labels, photographers and other creatives.
 - Branded "Detroit Rock N' Fashion."

www.TheGalleryOfTheArts.com / www.DetroitRockNFashion.com

• Vision and Conception

• Leadership

• Team Building

• Creative and Art Direction

• Interactive Design (UX / UI / IA / GUI)

• User-Centered Design

• Wireframing and Flows

• Visual Mockups

• Prototyping / Rapid Prototyping

• Heuristics

• User Testing

• Storyboards and Site Mapping

• Style Guides

• Graphic Design / Typography

• Color Theory

&# WORK EXPERIENCE;

CyberAlley ~ New Media April 1994 - Feb 2013

INTERACTIVE/WEBSITE DESIGNER, CREATIVE DIRECTOR, UX, UI, IA, SEO

- * Creative, interactive director and designer on projects for clients across a wide span of industries (automotive, manufacturing, consumer products, professional services).
- * Account management and relationship building with clients directly: agency, corporate, small business and non-profits.
- * Conceived and developed concepts in interactive storytelling, interactive movies, interactive screenwriting, interactive instruction and interactive guides.
- * Wireframes, flowcharts, information architecture, usability testing on dozens of websites, ranging from one-page, product announcement sites to 20,000+ page corporate sites.
- * Search engine optimization, with Page 1 successes.
- * UI/UX, interactive architecture design on websites, CD-ROMS, DVDs, interactive storytelling.
- * Graphic design, logo design, corporate ID, collateral materials, copywriting and editing.
- * Photography, retouching, imaging.
- * Video scripting, shooting and editing, including producing, and interviewing.
- * Brand/product development, marketing and advertising.
- * Hired, directed, worked with outside suppliers: programmers, production artists, photographers, videographers, voice talent, models, CD replicators, printers.
- * Led, guided, educated subordinate workers and senior colleagues.
- * Account management and project management successfully locally, statewide and globally.

Detroit Rock N' Fashion / Chizzy CAM—Live Web TV Shows Sept 2011 – July 2012

CO-CREATOR / CO-HOST / PRODUCER

- * Co-conceived, co-hosted and produced these live, engaging, interactive Web TV shows:
 - Detroit Rock N' Fashion: twice-monthly, 2-hour shows, 1/2012-7/2012
 - Chizzy CAM: weekly, 3-hour shows, 9/2011-12/2011
- * Led roundtable brainstorming sessions to design and craft each show.
- * Sought out and managed show guests: charities, musicians, artists, performers, models, fashion designers and fashion coordinators.
- * Designed show websites, show posters, promo videos.
- * Initiated and maintained a steady, interactive social media marketing presence to make these shows consistently among the most popular on the UDetroit Network.
www.DetroitRockNFashion-TheShow.com | www.ChizzyCAM.com

Holley Performance Products Sept 1995 - Aug 2003

INTERACTIVE/WEBSITE DESIGNER / GUI / UX / IA / SEO / HTML / WEBMASTER

- * One year project contract that lasted eight years.
- * Presented new media initiatives to CEO/president, marketing director and leadership team.
- * Conceived, designed, built and led a team of designers, developers, artists, usability testers to develop a unique, innovative, cross platform, dual purpose, interactive CD:
 - Part One: a multimedia presentation spotlighting Holley's 100 year old history, first as car maker, then a carburetor specialist, to the brand name in performance and racing.
 - Part Two: an innovative, digital media kit, supplying Holley customers (speed shops, auto parts stores and warehouses) with print-ready digital product photography of over 500 Holley products, in a very utilitarian and user-centered experience.
- * Conceived, designed and developed (GUI, UX, IA, HTML) Holley's initial website:
 - Launched with 80 pages and 200 visitors a day, grew it to over 20,000 pages and 40,000 visitors a day—without a major redesign.
 - Built and led a team of 3-8 programmers to construct and maintain the website, updating 5,000-7,000 pages a year. Included training and monitoring them to test, debug code and process graphics according to well-established procedures.
 - Search engine optimized the website by product lines, brands, products, and SKUs.
 - Conceived, designed and developed numerous interactive portals guiding consumers to find exact match products for their applications and specific needs.
- * Conceived, designed and developed numerous interactive media kits.
- * Developed and presented informative, interactive presentations at trade shows.
- * Redesigned Harley-Davidson's Screaming Eagle packaging to incorporate Holley.
www.Holley.com

&# PROFESSIONAL TOOLS;

- Macintosh / Windows
- HTML5 / CSS3
- Javascript / jQuery / Angular JS
- XAML / Microsoft Silverlight
- Adobe Photoshop and Creative Cloud
- Microsoft Visual Studio & Blend
- Telerik UI Controls
- Bootstrap / Foundation
- Balsamiq / Azure / Visio

&# EDUCATION;

- University of Michigan
- Film & Video / Screenwriting
- Oakland Community College
- Graphic Design

