

Kevin Goldman
User-Centered Design

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Philosophy

Good design requires a sensibility to (1) technology (2) human factors (3) marketing and (4) aesthetics (not just aesthetics). Good designers understand they can't do it all. They must incorporate specialized knowledge from marketing directors, human factors researchers, engineers and art directors into their work. Doing this right requires research, user empathy, an understanding of design process, internalization of departmental roles, an understanding of the company's vision and the company's place in the market. Although good design has a process, the non-linear sparks of creativity make the day's work, and the end result, fun and innovative.

Software

Photoshop, Illustrator, Flash, Dreamweaver, Fireworks, XHTML, CSS, PHP, MySQL, Apache servers, Mambo CMS, FrontPage, PageMaker, Debabelizer, Quark, Pro Tools, Sound Forge, Quickbooks, Microsoft Project, Excel, PowerPoint, Filemaker and many web, server and graphic utilities.

Proficiencies

User-centered design, Industrial Design, art direction, deep understanding of typography, color and brand, deep user empathy, usability testing, strong analytic and problem solving skills, strong decision-making skills, web and Flash optimization, design (advanced CSS) for all browsers, Mac and Windows, storyboarding, DVD graphics and UI development, familiarity with paper prototyping, able to transform abstract concepts into visually elegant applications that adhere to usability, market and technology principles, able to fully document designs for easy interpretation by experienced developers, ability to work with minimum direction and to work well amongst geographically dispersed teams, still photography, sculpture, music, claymation, assertiveness balanced with tact.

Experience

2004 - 2005 Designed five web starter kits for Microsoft Visual Studio, designed the AJAX-rich Microsoft Atlas WIKI web site, designed and documented 10 web page templates for Microsoft Visual Web Developer, created ten, 10,000 word documents covering advanced CSS, XHTML, accessibility, Section 508 and web standards for Microsoft Visual Studio, redesigned the Wintellect web site, created UI design for Lippincott Williams and Wilkins's CRM solution, created Agilix InfiNotes Tablet PC full page print advertisements, redesigned the ASP.NET QuickStarts site on MSDN, designed the new Coding 4 Fun Developer Center on MSDN, redesigned Microsoft Excel and Microsoft Word vision demos, redesigned Worthen Jones Associates Accounting web site, redesigned MyComix web site, created Double Fire Feng Shui logo and printed collateral material, designed and coded Maktub's role-based community driven web site using the Mambo CMS (spec'd then hired developers to write custom Mambo components in PHP/MySQL), created the Refresh Skin Care logo, printed collateral materials and web site, redesigned the Sharp Approach logo.

1999 - 2003 Designed, scripted and debugged 20 new web site themes for a successor version of Microsoft FrontPage / SharePoint, created programmatic system for generating gorgeous, unified and easy to use color palettes (prior to this 60,000 CSS properties had to be assigned by hand), designed many software GUI prototypes authored in Flash, researched, specified, designed and scripted many dynamically driven Flash templates for MetaStories, storyboarded and created Flash animations for XBOX, designed and produced web sites for Parker Vanilla Products, Meta Identities and Maktub.

1997 - 1999 Researched, designed and debugged 25 text animation effects and 25 slideshow templates for Microsoft PowerPoint XP, created Vision Demo for PowerPoint and Excel product unit managers: "How Can HTML+Time Enhance Office Applications," lobbied successfully that specific additional functionality in PowerPoint's animation engine is needed to compete in today's market, designed logo, graphic identity, CD artwork, web site and a series of concert posters for music group Maktub.

1995 - 1997 Art directed dozens of MSN web sites and games (using Future Splash, now Flash, Director, many Active X controls and HTML) while at one of Microsoft's in-house design teams, art directed copywriters, photographers, developers, audio engineers, voice-over talent and composers, co-developed story lines, graphics, layouts, characters, scripts and copy for dozens of games and Flash sites, created UI for one of the first Multiple Listing Service realty web sites.

1995 - 1996 Created frame by frame and Lingo driven claymation with Macromedia Director, created back story, characters and treatments for 3rd and 4th Grade Math CD-ROMs, built a team of copywriters, developers, audio engineers, designers and voice-over artists then art directed and project managed two CD-ROM releases from conception to RTM.

1994 - 1995 Designer at Communication Design in Tempe, Arizona, co-developed story, cast and design for Disney-like immersive exhibit at The Phoenix Zoo, The Forest of Uco, designed its environmental iconography system and computer-facilitated educational outreach programs for children 6-12, designed GUIs and Director animations for ME2 software and designed GUIs for several Phillips CD-i titles.

1993 - 1994 Design internship at Communication Design in Tempe, Arizona, created Director frame-by-frame video animations for "Whizdome" TV show broadcast to 150 schools throughout the U.S.

Education

Arizona State University, Bachelor of Science in Design with Industrial Design major. Magna Cum Laude, 1994

Jared Spool's usability seminar, "Web Sites That Work", San Francisco CA, 1999

Edward Tufte's information design seminar, Seattle WA, 1998

Bellevue Community College, advanced Lingo scripting, Bellevue WA, 1998

Microsoft Soft Image 3D two week training, Redmond WA, 1997

Pratt Fine Arts School, mixed media sculpture, Seattle WA, 1995

Penland School of Arts and Crafts, scholarship in photography, Ashland NC, 1992

Personal

Design

A strong interest in technology and sculpture originally drove me to study Industrial Design at Arizona State University. After I graduated, I landed my first job with a "multimedia" design company in Tempe, Arizona. I incorporated specialized knowledge from marketing directors, engineers and art directors to create a host of digital / multimedia and environmental design projects. It was a dream job.

Keep in mind, this was 1993. To have the access and opportunity to design for emerging digital media was very exciting (Silicon Graphics Machines, CD-i authoring, Pro Tools, etc ...). I designed for all sorts of mediums (CD-i, edutainment CD-ROMs, 3d for video, environmental design at The Phoenix Zoo) and was able to develop a great deal of cutting edge work. It was the perfect learning ground. The experience at Communication Design launched my design career, put my Industrial Design education and process into application and built the foundation my clients rely on. Today, I work with small and enormous companies creating high-end digital communications, software and experiences.

Music

My passion for design has always worked in tandem with my love of music. When I made a weekend visit to Seattle in 1995, I ended up calling the Northwest home. Days after moving to Seattle, I formed Maktub, the seminal northwest rock and soul band that made the leap to the national scene in 2003. A spot on National Public Radio, a video on MTV, an MSN feature, a national Associated Press article, favorable review from The Boston Globe, the release of Maktub's "Khronos" in Japan and Europe and an three national tours has earned Maktub 30,000 units sold (without being on a major label). Bob Power, Joe Chicareli & Steve Fisk (who have produced the likes of Nirvana, D'Angelo, U2, India.Arie and A Tribe Called Quest) produced Maktub's April 2005 release titled "Say What You Mean".

Family

Despite all the rock star stuff and keeping busy with design jobs, I'm quite family-oriented. My best friend and wife of two years, Kara and I spend a lot of time together in our garden, outdoors and traveling. Since we have no other relatives in the Northwest, we recognize our need to keep in touch with our family in other parts of the country. Kara and I travel a lot to see them, in addition to making a trip each winter to some new warm place out of the country, because, you just have to get some sunshine if you live in Seattle's winter grey light.

Everything Else

I'm one of those people who would love to read more, but I can't seem to find the time. I'm either working, playing music, spending precious time with Kara, or unapologetically geeking out over the newest hardware and software technology.