

# CURRICULUM VITAE OF GREGORY SHAPIRO

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## Personal details

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Date of birth: 8<sup>th</sup> August 1967  
Nationality: Israeli

## Personal profile

Gregory is an ambitious and aspiring graphical user interface designer and usability specialist with extend knowledge in Human-Computer Interaction and expertise in design of websites, rich Internet applications, corporate identity, multimedia and publishing. He combines a vision for user-centered design with the analytical thinking of an information architect and the aesthetic of a visual designer. Gregory is hard working, serious minded and has a methodical approach to problem solving. He enjoys working within a team and has a well-developed sense of humor.

## Work History

### *2003-2005*

**Company:** Philips (Philips Applied Technologies), Technical University of Eindhoven, The Netherlands

**Position:** User Interface Designer, Information Architect, Usability Specialist

**Duties:** Worked on many successful projects, including variety of technological systems and applications. Implementing usability design cycle into user graphical interface. Key responsibilities are follows: gathering user requirements, creating paper prototypes and use case scenarios, defining the interaction style, investigating methodology for testing and evaluation.

### *2001-2003*

**Company:** Design Academy Eindhoven, Kikis biological farm, Aide Environment, Vekoma, all in The Netherlands

**Position:** Web Designer, GUI consultant (freelance)

**Duties:** Gregory was responsible for designing and implementing graphical user interfaces for effective, dynamic websites, online and offline presentations, corporate identity, posters, billboards, leaflets.

### *2000-2001*

**Company:** PrivateCast - Firenetworks Ltd., Israel

**Position:** Art Director, Senior Web Designer

**Duties:** In his capacity as Art Director, Gregory was responsible for the overview and direction of the company's public web site, and the rich Internet application **FireMail™**. He led the team of two graphic designers and two programmers in order to create effective, consistent and accountable interactive online graphic communications solutions that were technically feasible, user-focused and platform appropriate. His duties and responsibilities included: a) **Ensuring that the designs** always meet the clients' business objectives and embodied their brand; b) **Creating and implementing** new visual solutions for various technological platforms c) **Responsible for the visual design** of the following applications: **FireMail™ Campaign Center** (online interactive application), **FireMail™ Outlook Express** (custom email), **FireMail™ Map** (online interactive map based on Java), **Firenetworks.com** (corporate website), **FireMail™ Icons** (pixel based icons)

1998-2000

**Company:** ZenInteractive Ltd., Israel

**Position:** Web Designer, GUI Designer

**Duties:** Gregory held the position of Graphical User Interface Designer and while in this post his responsibilities included the following: a) **Developing visual concepts** and graphical user interfaces for a number of corporate websites and traveling portals; b) **Liaising with the members** of other project teams: designers and programmers on several other projects; c) **Creating paper prototyping** and conceiving use case scenarios; d) **Developing the corporate identity** and interaction style, designing and implementing graphical user interface for an Israeli traveling portal named "Lametayel.com"; e) **Developing and designing the layout** and interaction style of the website for "Steimatzky" the primary Israeli book distribution company; f) **Responsible for creating** information architecture and visual design for the website of Israeli Ministry of Health

## Expertise

### *Human-Computer Interaction*

2003 - present

Conducting field and user testing, and preparing assessments of websites and software. Using scientific methods for design and evaluation of user interfaces of products, systems and services. Designing guidelines and principles of User-Centered Design.

### *Web design*

1998 - present

Creator of number of innovative user interfaces for corporate websites and rich Internet applications. Working on both visual design and technical underpinnings. Using Photoshop, Flash, Dreamweaver, HTML, CSS, XML, JavaScript.

### *Graphic and multimedia design*

1997 - present

Working on various forms of graphic design: corporate identities, posters, billboards, leaflets, CD covers and labels, on-screen designs. Created several interactive multimedia CD-ROMs and video presentations. Using Illustrator, InDesign, Director, Premier, Powerpoint, FreeHand.

## Academic Qualifications

2003-2005

**Master of Technological Design (MTD)**, Technical University of Eindhoven, The Netherlands. Specialised in User-System Interaction. Master's Thesis: "Peert" video content distribution platform.

1997-1998

**Postgraduate Certificate in Multimedia**, Media-GN (SCAN), Academy "Minerva" Groningen, The Netherlands. Specialised in Interactive multimedia and Internet.

1991-1996

**BA in Fine Arts**, Haifa University, Israel. Specialised in traditional printing.

**Languages:** English (fluent), Hebrew (fluent), Russian (native), Dutch (basic)

**Portfolio available at [www.gartpoint.com](http://www.gartpoint.com)**