# JEFF ANDERSON UX PROFESSIONAL | 2524 GERALD WAY, SAN JOSE, CA 95125

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## SUMMARY

I'm an user experience professional with over 10 years building innovate products and services for companies such as Coca-Cola, Yahoo!, Motorola, HP, Comcast, Adobe, Samsung, LG, and Palm Inc. to name a few. I specialize in animation and motion graphics which I've used to create/enhance experiences and helped clients/teams visualize their products. I enjoy creating interactive solutions that solve complex problems, and believe that simple interaction must be accompanied by a strong visual to achieve great design.

## EXPERIENCE

### Principal UX Designer, Emerging Technologies
Motorola Mobility — Sunnyvale CA. 2011-Present

- Concept, develop, and design the software platforms and applications that define the Motorola experience and hardware. Visualize new product offerings and key moments through motion design and prototypes.

### Senior UX Designer, Mobile Applications & Advanced Devices
Yahoo! Inc. — Sunnyvale CA. 2009-2011

- Concept, design, and implement mobile applications with a focus on iPhone, iPad and Android tablets. Create product visualization videos that demonstrate concepts for future Yahoo! mobile applications.
- Create video presentations for internal and external communications.

### Senior Interactive Designer
A Simple Theory — Palo Alto CA. 2007-2009

- Concept, Design and implement rich media advertising campaigns and websites for high profile clients. Manage and art direct production artists and contract designers/engineers to ensure timely delivery of assets that match the clients expectation.

### Senior User Experience Designer
Access (formerly Palmsource) — Sunnyvale CA. 2005-2007

- Responsible for the design and execution of the ACCESS Linux Platform user experience, including core applications, themes, icons, and system resources. Create detailed interaction flows and specifications based on product requirements. Coordinate between executive, marketing, and engineering teams to ensure the quality and consistency of our product.
- Played Key role in developing a Linux theming engine, resulting in **U.S. patent # 8037015.**

### Interactive Designer
Macromedia — San Francisco CA. 2002-2005

- Art direct and design the Edge newsletter, Macromedia's largest publication with over 2 million subscribers. Design, build and standardize all HTML email communications for the company, enforcing consistency across creative teams.
- Design and develop internal web applications for asset management, tracking, and content creation.

## SKILLS

Expert-Level proficiency with Industry standard design applications: Photoshop, Illustrator, Flash, After Effects, Dreamweaver, InDesign, and Cinema 4D.

## EDUCATION

### Academy of Art College, San Francisco CA
BFA in Computer Arts/New Media, Spring 2002

- Nominated for Best of Show in the categories of web design, motion graphics, and interactive media.