

Michael Geminder

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PROFESSIONAL EXPERIENCE

Amazon Seattle, WA 2007 to 2014, 2003 to 2005

User Experience Design • Focus on the user interface and user experience of the Amazon Web Services (AWS) Management Console. Previously work for Amazon was with the Seller Platform Group, building web-based applications which Amazon's merchants use to manage and sell their products. Worked with product teams through all steps of the design process, from information architecture through UI prototyping.

Apple Cupertino, CA 2005 to 2007

User Interface Design • Was a member of the technical team working to create leading-edge user interface designs for the next generation Apple Online Store. Responsibilities included user interface design, information architecture, and interface prototyping. Collaborated with engineering, business, and marketing teams to capture requirements and deliver solutions that met market and technical requirements.

Classmates Renton, WA 2002 to 2003

User Interface & Web Design • Designed and developed Classmates email campaigns as well as implemented incremental redesigns of the Classmates web site. Worked with product managers, developers, and partner sales to design compelling and appropriate solutions for the target audience.

The Cobalt Group Seattle, WA 1999 to 2002

Design Lead • Led a team of four designers building online solutions for the automotive industry, retailers and manufacturers. Worked with and managed clients, designers, builders and engineers to produce the user interface, navigation and visual treatments for web sites.

SKILLS

Creation and/or restructuring of front-end and back-end architecture of web sites to reflect current visual and technological developments. Supervising a team of designers, managing multiple projects at a time, interacting with builders and engineers to deliver projects. Working with clients through all stages of the design process — delivering web sites, identity materials, posters, other printed and online collateral.

General knowledge of letterpress and traditional printing techniques. Ability to process and print black and white film. Basic illustration, sewing, printing, and silk-screening skills. Knowledge of line development, garment construction, and alteration. Good color sense and aesthetics for layout, display and merchandising.

EDUCATION

University of California, Davis, CA

Major in Design, emphasis in Graphic and Textile Design, 1992