

HASS VIAJAR LUNSFORD

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ABOUT ME

User Experience Designer currently specializing in desktop/mobile/tablet/web user interfaces and graphic/interaction design. Over five years of design and design management experience.

I believe a design should not just be defined by what it does, but also by what it chooses *not* to do — simply put, a focused user interface that does a few things very well is superior to a full-featured product that doesn't consistently meet/exceed user expectations.

RECENT WORK

Senior User Experience Designer, BitTorrent, 2011 to Present

BitTorrent is the peer-to-peer file transfer protocol which represents a commanding portion of internet traffic, as well as the company responsible for the leading torrent application, µTorrent – available on Windows, Mac, Android, Web, NAS devices, and soon, embedded into TVs. I am the lead UX designer for µTorrent and contribute to the design of the company's mobile/TV products.

UI/Graphic Designer, TeleNav, 2010 to 2011

I joined TeleNav to provide mobile graphics/UI expertise in their mobile and in-car applications. I've worked on the user experience (UX) and interaction design for a number of iPhone/BlackBerry/Android applications -- including the company's flagship turn-by-turn navigation products (AT&T Navigator, Sprint Navigation, TeleNav GPS), as well as automotive GPS unit user interfaces.

Creative Director, Acuity Mobile, 2008 to 2009

I joined this mobile marketing firm to lead all creative initiatives. Client work involved designing/developing/implementing mobile websites and applications (iOS, BlackBerry, J2ME at the time) for consumer brands in a variety of industries. I oversaw development of all marketing materials and web properties, and directed creative team projects while evangelizing mobile graphics/web techniques. I also executed an end-to-end rebranding of the company's corporate identity.

Freelance Designer, COBDESIGN, 2007 to Present

My freelance practice for branding/mobile/web projects caters to small business clientele. I focus on quick turnaround, value for money and contemporary design. Common deliverables include branded print materials, logos, mobile solutions and websites.

Advertising and Art Director, MAXjet Airways, 2004 to 2007

As the advertising and branding lead at this international all-business-class airline, I developed and directed the production and execution of print, online and outdoor ad campaigns in collaboration with both NYC and London-based agencies, and designed customer-facing materials/marketing collateral in-house. My work appeared on billboards and other out-of-home media, in aircraft cabins, airports, newspapers/magazines, and online.

TECHNOLOGY

Adobe Creative Suite: Illustrator, InDesign, Photoshop (Dreamweaver and Flash as needed)

Mobile App Development Platforms: iOS, Android, BlackBerry OS

Prototyping: Visio, OmniGraffle, Mocksup, BluePrint

SKILLS

User Interfaces and Prototypes ▪ Interaction Design ▪ Smartphone App/Web Development Standards-Based and Mobile-Optimized Webpages ▪ Identity/Branding for Print/Digital XHTML ▪ CSS ▪ front-end PHP and JavaScript ▪ Web CMS/Publishing Platforms

EDUCATION

dotMobi Certified Web Developer, FEB⁰⁹

Certificate of Achievement in Graphic Design, CDIA at Boston University (DC), JUN⁰⁸

B.S. in Airline Management – Marketing Concentration, Purdue University, DEC⁰⁴

Advertising Studies, UC Berkeley, 2000-2002