

GERALD CUETO  
UX Design Generalist

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## A Bit About Me.

What I love about design and why I love what I do is defining the “why”. Problem solving and finding out what experience will best benefit our users. Empathizing with the user and being a voice for the user. Incorporating ux research, data research methods and gathering the right metrics to inform designs. What I’ve learned through the years, to get to great design you need great teams and great design cultures. There are many facets to being a great designer (culture, communication, holistic knowledge) and I continue to pursue that from myself. Also, to me design means being able to find the balance between beautiful, dramatic visual design and forward-thinking, user-centered experiences is what drives me. I thrive in creating cohesive design languages and experiences across multiple platforms. I also love building strong design teams, teaching great design and mentoring their creative skills.

## Where I’ve been.

**Chegg Inc.** OCT15 – CURRENT **UX Design Lead** – Depending on the project, I drive designs with different practices in mind such as data driven design, user-based design. I lead the projects in terms of communication with different outside teams and connect / answer questions. I am thankful for being a part of the Growth and Enablement team which handles the higher arching UX as well as growth opportunities within Chegg. And Chegg properties. Many of my projects consist of data driven tests where we measure certain metrics in order to yield the best outcome and experience. We take user research, click tale, adept and even AI tech to drive our projects. Through numerous projects I was able to lift click thru, retention and acquire new customers. Within my first year at Chegg, I established a fully integrated design system to enable the design team to move at a faster pace and making design cohesive. The Sunkist design system also allows design to efficiently communicate with engineering and makes there lives a whole lot easier as well. With the help of our amazing research team, getting an understanding and empathizing with the students, I am helping shape our search and discovery experience and bringing together our content, giving our students personalized and

useful content when they need it.

**LG Electronics** DEC14 – OCT15 **UX/Visual Sr. Design Manager** – Creating the vision and current ux / design of the 2015 TV and beyond. Building the TV Design team and design process to focus on 'next level' designs. Working with counterparts in a company headquartered in Korea. My main objective here is to continue the trend of forward thinking, innovative design through the TV experience and Home life.

**Nook Media** MAY12 – DEC14 **UX/Visual Design Manager/Lead** - My main roll here at Nook Media is to push the current thinking for educational tools and give students new ways to learn in the digital age. We create cohesive designs that feel like an ecosystem across different platforms. I lead a team of 5 designers ranging from various skill sets and we have designed projects for many mobile and web platforms. I mentor my design team to push their design skills, leadership skills and advocate for the team. Having them learn the latest trends in design, having ownership of product verticals, and keeping current with ways UX is being used today.

**Motorola Inc.** FEB11 – APR12 **Senior UX/Visual Design Lead** – At Motorola, I create and innovate around future concepts and product ideas. Taking the old and making it new for users. I lead a design team on various projects from concept and brainstorms to production and completion. Worked closely with the senior director, director, different engineering teams and PM's. The greatest aspect of this job, for me, has to be being able to innovate and create some awesome ideas and seeing them come to life.

**Velvet Architects** AUG10 – SEP2014 **Co-Founder / Chief Creative** – Another one of my passions is game and utility app development. I produced a 2 player physics-based shooter for iOS called Avengees. I created the entire flow of the game, all imagery and animation sequences, some sounds and all marketing art. I've also been leading a team of 5 in various areas such as sound, production art, motion graphics and marketing strategies. I have a few more app titles, one of which launched earlier in 2014, Crazy Animals Alphabet for iOS. The others are currently in the works and are utility apps. I am also producing my first hardware device for home automation that is app connected.

**Yahoo! inc.** SEP09 – FEB11 **Senior Visual Design Lead** – We created a whole slew of products for iPhone, iPad and Android that were the first versions for the various Yahoo properties.. Before launch of the iPad, I was asked to think of what I'd want to see on the iPad. Which is the type of stuff I am very passionate about. I came up with various concepts and blue-sky ideas. I helped conceptualize and bring to life products for iPad that was wanted by apple for launch, namely, Yahoo! Entertainment. Yahoo! Entertainment was the fastest, high profile app that I've ever seen turn around. From concept to app store in 2 months. I was able to lead products, such as Yahoo! Sportacular for iPad, where I lead the design team(4) and UI along with my peers. Sportacular was also a fast turn around. We worked on the HP Android Tablet based Printer and created the Yahoo! Daily app on Android. I worked on many hybrid/html "magazined" apps as well as supporting existing iPhone/Yahoo products.

**Sling Media, inc. (now Echo Star – Dish Network)** NOV06 – AUG09 **Senior Visual Designer/UX Architect** I designed all the UX and Visual across all the products at Sling Media. My main role I was hired for was Mobile apps for iPhone, android, Symbian, palm, windows mobile and RIM. I also worked with carriers such as palm, Hutchison three, T-mobile. Soon after, I was in charge of TV UI for the "SlingCatcher" product from visual concept, prototyping to finished product and ready to ship. I also created these niche apps for the Desktop that worked with the SlingCatcher to display video onto the TV. I got to work on dish network related products such as their iphone app and their set-top box program guide. I created SlingPlayer for Desktop on a Mac and PC. Created Visual designs, PRDs, style guides and wireframes. Worked on UI design and app flow of Sling.com(video portal), SlingPlayer on Sling.com and Slingmedia.com. Worked on parts of NFL.com in conjunction with DirectTV to implement the Supercast app.

**Savaje Technologies, Inc.** AUG05 - MAY06 **Lead Visual designer/UX**  
Created a Java based OS-system and UX platform for mid tier phones

**Palm Source** SEP04 - AUG05 **UX/Visual Designer**  
Created a UX patterns for an OS system on a palm handset. Helped develop the home button.

**Hewlett Packard** JUN99 - AUG03 **Media Specialist**

Made desktop applications for HP's internal web casting solutions

## Some Freelance.

[Linear Flux \(2012-Current\)](#) Chief Creative Officer - marketing / packaging / web – Created and managed the company's social marketing designs, websites and print media. I created the OPG (on product graphics) for linearflux hardware products and packaging.

[Ford/Lincoln/Mercury](#) Sr. UX Designer - Developed conceptual designs for their Dash gauge cluster, HUD display and main screen nav.

[Microsoft \(Danger\)](#) UX Designer - Developing UI and Visual hierarchy for apps on the new sidekick LX.

[3Jam Inc.](#) Sr. UX Designer - Designed the current mobile application in conjunction with 3jam.com and their "Supertext" application. Worked with the engineering teams to implement both applications simultaneously and harmoniously. Also worked with web developers to implement the site.

[Longcheer – \(longcheertel.com\)](#) Sr. UX Designer

[Trolltech](#) Sr. UX Designer

[Seeqpod](#) – Interface and Visual design for website (concepts and parts of actual site)

[Seven Inc](#) – website UI restructure and redesign

[Ooma](#) – website redesign (concepts) and flash prototype production

[Nokia](#) – Series 60 UI review and concepts

[Hutchison Three](#) – Mobile UI designer (concept)

[Vodafone](#) – Creative direction on Mobile UI design

[Cell-tech](#) – Collateral design

[Tessera](#) - graphic design

## Technical Skills.

Design Software: Sketch, Invision suite (craft). Photoshop, Illustrator, Premiere, InDesign, Flash, Lightroom. Prototyping/Motion tools: Invision, After Effects, Pixate, Hype 3, Framer.js. Code: HTML5, CSS3, JS, SVG animation tools .

## Education.

Academy of Art University BFA in Comp. Arts w/ emph. in New Media – Fall 2003