

GREG LEIBOWITZ

Lead UI/UX Designer

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Education

Savannah College of Art and Design (SCAD)
M.A. Design Management (in progress)
2020 - 2022

University of Central Florida
BFA Design
2008 - 2011

Skills

Team Leadership
Facilitating Workshops
Human-Centered Design
Interface Design
Wireframing
Information Architecture
Rapid Prototyping
Usability Testing
A/B Testing
Design Systems
User Interviews
Journey Mapping
Story Telling
Project Management
HTML & CSS
Agile

Tools

Design
Sketch
Adobe Suite
Figma

Prototype
Figma
InVision
Axure
HTML
CSS

Project
Abstract
Zeplin
Slack
Docs
Miro
Jira

Interests

Healthcare
Leadership
EHR
AI
Accessibility
Ethical Design
Visual Design
Mentoring

Experience

Oct 2018 - Present **Lead UI/UX Designer | Nemours** Orlando, FL

Lead the design team for an app that has an average of a 4.63 rating on both app stores. Created and conducted usability tests and research sessions with users. Facilitated design thinking sessions with product stakeholders. Created designs for iOS, Android, and web platforms. Integrated multiple third-party systems in to one app. Created user interviews, journey maps, and personas from my research. Created a design system building upon the existing design while considering future features. Performed design hiring interviews.

Apr 2017 - Sep 2018 **Senior UI/UX Designer | Disney** Orlando, FL

Performed design research with users and strategy sessions with business analysts. Facilitated design thinking sessions with product stakeholders. Created designs for iOS, Android, and web platforms. Worked closely with our development teams to create pixel perfect design. Participated in design critiques and peer reviews. Created presentations and pitched to VP's of design.

Aug 2016 - Dec 2016 **UI/UX Designer | Ascentus** (contract) Orlando, FL

Lead the overall experience across the iOS products, evolving existing features and helping to define new concepts. Blended creativity, strategic thinking, business and technology savvy, and to drive change and innovation. Worked closely with our development team to create pixel perfect design. Created a design system building upon the existing design while considering future features. Conducted usability testing and iterated on my designs.

Mar 2016 - Aug 2016 **UX Designer | FROM Agency** (contract) Orlando, FL

Created web and mobile designs for our agency clients such as Avis, Budget, NFL, Cartoon Network, and Universal. Worked closely with product managers, engineers and other team members to identify and plan project requirements and conceptualize ideas. Transformed UX wireframes into high fidelity user-centered design mockups and specifications.

Jun 2015 - Feb 2016 **Interactive Designer | Publix** (contract) Orlando, FL

Applied user-centered design standards and processes. Defined navigation, process flows, layouts, iconography, user experience, and the overall visual design of the experiences. Directed the work of web developers in the development of multiple digital properties. Created a web standards and style guide that adheres to the brand and is reflected in all digital products.