

GREG PODUNOVICH

SENIOR UX DESIGNER & STRATEGIST

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I'm passionate about digging into complex business problems and collaborating towards elegant, simple design solutions that give people time back in their lives.

EXPERIENCE

HEAD OF UX | ExpandTheRoom, NY

Built and led a multi-disciplinary team of UX researchers, designers and strategists.

Redefined, road mapped, and consolidated ETR's design process by constructing a tactical framework, Purpose-Driven Design; currently utilized for design problems of all scopes

Collaborate closely with client stakeholders & cross functional teams to understand and solve complex business and customer problems

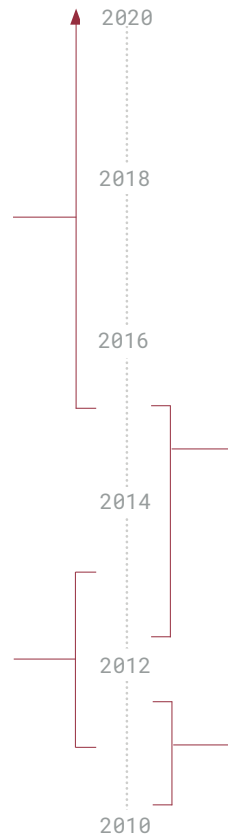
Worked with Project Managers to properly allocate and distribute UX resources across multiple simultaneous projects

HEAD OF DESIGN | DailyClout.com, NY

Worked hand-in-hand with leadership team to create and blueprint initial service concept and business strategy

Facilitated cross-functional design workshops to define and prioritize MVP design requirements, strategy & success metrics

Produced user flows, wireframes, prototypes, mock-ups and design documentation for development team



UX STRATEGIST & DESIGNER | Freelance, NY

Worked closely with clients to connect business requirements and user needs in order to create meaningful interactive experiences

Conducted ideation workshops, stakeholder interviews, field studies & usability tests

Created user personas and journey maps, storyboards, sketches, wireframes, visual mock-ups & prototypes

Collaborated with visual design, production & development teams to actualize design strategy

CO-FOUNDER | Flylit.com, NY

Conceptualized, designed, built & deployed an MVP version of the world's first hyper personalized mobile interactive fiction platform for girls

Created business canvases, customer factory blueprints and validation plans using LEAN Startup methodologies

Conducted market research, ethnographic research, usability testing, experience maps, conceptual models & interaction flows

SKILLS

UX STRATEGY

- Team Building & Vision Alignment
- Project Framing & Kickoff
- Design Requirements
- Creative Direction

UX RESEARCH

- Stakeholder/End-User Interviews
- Ethnography & Field Study
- Quantitative Research & Analytics
- Discovery Key Findings Reports

INTERACTION DESIGN

- IA & Conceptual Modeling
- Wireframing
- Interactive Prototyping
- Usability Testing

RESEARCH

- Optimal Workshop
- Hotjar | LookBack
- Aurelius Lab | Miro

DESIGN

- Sketch | Figma
- Invision | Proto.io | Framer
- Adobe CC (most everything)

PROJECT MANAGEMENT

- Asana | Basecamp | Jira
- Abstract | Zeplin
- Google Apps (most everything)

TOOLS

EDUCATION

PARSONS THE NEW SCHOOL FOR DESIGN | New York, NY
MFA Design + Technology, 2010 (honors)