

## DANIEL GONZALEZ

Tieckstraße 24, 10115 Berlin, Germany

An Interaction and visual designer with over 10 years experience solving both physical and digital user experience problems for companies such as HERE, Nokia, Fjord, Frog, Telefonica I+D, elBulli Foundation, Bestiario, Desigual, Quadrigram, among others.

A broad generalist with expertise covering all areas of design with a skill set that forms a holistic vision of visual communications. Skilled not just in the ability to solve interaction and visual design problems, but also the ability to quickly build and iterate through solutions using interactive and motion prototypes; typically running on devices like phones, web browser or even hardware such as Arduino.

Over the past 6 years my work has focused mostly on Visual design, UI & UX, Motion design & Data Visualisation for both mobile and web, most of the project are around the topic of Smart Cities and the Internet of Things.

### Work Experience

#### **2014 TO PRESENT — DATA VISUALISATION DESIGNER AT HERE TECHNOLOGIES**

HERE is a leader in navigation, mapping and location experiences. For them, I created different applications that process, analyse and visualise big data, from a wide range of topics such as tracking systems for logistics or optimisations of communication networks, and indoor/outdoor navigation systems. My roll goes from preliminar user studies, UX and Visual Design, also I created and tested prototypes to validate the teams assumptions.

Everything is documented and shared across the design team, to help synchronisation across teams, to rise the design quality of the products.

#### Daily Assignments:

1. **Interaction Design:** Designing wireframes, user flows, personas, scenarios, prototypes and usability testing.
2. **Visual Design:** Designing visual interfaces for web, mobile devices and tablets. Delivery of visual compositions and pixel perfect specification documents.
3. **Front End Development:** Prototypes, Development for web or mobile.
4. **Data Visualisation & cartography:** Parse, analyse, visualise and design of interactive graphics that synthesises large amounts of data in a simple and clear way with storytelling techniques.

5. **Motion design:** Delivery of motion studies and motion guidelines, that helps developers to build good design implementation.

6. **Accessibility:** Color & form studies for color blind user.

7. **Teamwork:** Experience working with teams of various sizes, during design and development, both situated locally and spread across many timezones.

#### **2010 to 2014 — AER STUDIO, SENIOR INTERACTION & VISUAL DESIGNER.**

Aer Studio was a design agency that specialised in digital interaction, innovation and optimisation of digital strategies for web and mobile services. Worked through all phases of projects such as interaction design, user experience, visual design, motion design. Also working on the front-end development of various products and/or services for clients.

#### **2010 to 2012 — NO-INTERACTION, INTERACTION DESIGNER & DEVELOPER**

We are a multi-cultural and multi-disciplinary group that researches issues of interaction. In charge of developed the physical computing objects & hacks that we builded for the exhibitions.

#### **2008 to 2009 — SIXIS MOTION GRAPHICS, VISUAL DESIGNER**

A creative studio specialised in design and produce CGI computer graphics and motion design.

#### **2006 to 2008 — PAPAGAIO ESTUDIO, INTERACTION DESIGNER & CO-FOUNDER**

It was a design studio based in Maracaibo, Venezuela. Studio produced interactive, print, video, animation, 3D projects. A bit of everything, literally. Leading the new media projects. Things that involved interactive websites, motion & 3D animation, for local clients such as the Mayor of the city, foreign firms such as Vinci-Hamp Architects, and for interational events like the "La Copa America".

#### **2005 to 2006 — IDEAS PROYECTOS Y PUBLICIDAD, GRAPHIC DESIGNER**

Advertise agency focused on design strategies and produce both political and commercial campaigns.

#### Studies

**2011** — Programming courses in C++ & OpenGL at Cipsa. Barcelona, Spain

**2010** — Master in web design& development: Html, CSS, Php & Javascript at Cipsa. Barcelona, Spain.

**2009** — Master of Interaction Design & New Media, at Elisava design school, Barcelona, Spain.

**2005** — One year certificate on 3D design & digital production at Alvaro Planchart animation school. Caracas, Venezuela.

**2005** — Bachelor on Graphic Design at the Universidad Rafael Bellosó Chacín. Maracaibo, Venezuela.

## Teaching

**2012** — Teacher at Hello plants! A workshop about the basics of physical computing & creative coding.

**2014** — Talk in Potsdam University about Data Visualisation

## Aptitudes

### **DESKTOP & MOBILE DEVELOPMENT**

Objective-C / IOS development, OpenGL & C++ with Openframeworks & Cinder & Java (*Processing*).

### **WEB DEVELOPMENT**

Html 5, Css 3, Php & MySQL.

Javascript, jQuery, WebGL, D3, ThreeJS among others.

### **DESIGN TOOLS**

Illustrator, Photoshop, Sketch and InVision.

### **MOTION DESIGN**

After Effects, Final Cut, Maya.

### **PHYSICAL COMPUTING**

Arduino software & hardware prototyping.