

# Gregory A. Perez

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I like working with clever people to create smart, useful things. I specialize at developing focused, collaborative design strategy that has impact on both the business and its customers.

## PROFESSIONAL EXPERIENCE

### Senior User Experience Designer / Microsoft, Shanghai, China / May 2008 – Present

Led strategic design projects related to mobile services for Windows Live and Windows Phone for Mobile Services China. I worked on developing, communicating and producing design concepts that influenced mobile product planning as well as working on the near-term execution of those plans side-by-side with program managers and developers.

### User Experience Lead / Microsoft, Redmond, WA / November 2006 - May 2008

Led a team of user experience designers, researchers and information architects to design and develop iterative releases of Microsoft's Live Search to prepare the service for a rebranding effort under Bing.

### Product Designer / Microsoft, Redmond, WA / April 2004 - November 2006

Developed the interaction design for several products within Microsoft's Windows Live suite of online services, including Windows Live Local/Maps, News and helping develop and design the core strategic integration of Windows Live Search within almost a dozen vertical sites.

### Art Director / MSNBC.com, Redmond, WA / September 2001 - April 2004

As an art director, I worked on multimedia interactive storytelling experiences on MSNBC.com which involved original reporting, production, graphics, video and photography. In 2004, I worked on a small team to redesign MSNBC.com, with emphasis on relevance functionality, hierarchy and user-focused design. Previously, as senior designer, I was responsible for daily graphics, illustration and special projects that appeared on MSNBC.com and NBCSports.com.

### Graphic Designer / Epinions.com, San Francisco, CA / May 2000 - May 2001

Worked with a four-person creative team to develop a new look and feel for the web's premier source of consumer reviews and opinions. Also responsible for all visual sales tools, marketing materials, and creative business development solutions to help in both offline and online capacities.

### Art Director / Chicago Tribune, Chicago, IL / February 1999 - April 2000

Designed daily features sections, including KidNews, Good Eating and Tempo, art directing studio photos, illustrations and special sections. I also worked on redesigning the Tribune's weekend section and helped solve various redesign issues paper-wide for a May 2001 re-launch.

### Features Designer / St. Petersburg Times, St. Petersburg, FL / May 1996 - February 1999

Designed daily features fronts and weekly Weekend tabloid covers, as well as doing illustration, art directing photography and in-house graphics, copyediting, headline/blurb writing and feature writing.

## EDUCATION

Bachelor's Degree in Journalism, *cum laude* from the University of South Carolina, Columbia, SC

## SKILLS

Well-versed in design strategy, project management, graphic design, creative art direction, web design/ user interface, illustration, page layout, typography, informational graphics, column writing, feature writing, news reporting, copy writing, critical writing and editing.

I've won several awards from the Society for News Design and the Florida Newspaper Association for newspaper design and informational graphics as well as for interactive journalism from Editor & Publisher for my work with MSNBC.com and awards from Microsoft based on performance in delivering quality products.