

Saul Kessler

User Experience Designer

saulkessler.com/portfolio.pdf

saul@saulkessler.com

917.796.7687

Experience

VMware

August 2018 – Present | Staff User Experience Designer

September 2017 – August 2018 | Lead User Experience Designer

Envisioning a unified experience where enterprise users have access to intelligent apps across multiple platforms (iOS, Android, Windows, Mac OS and Web).

Scanadu

September 2016 – September 2017 | Lead User Experience Design Architect

Scanadu is a consumer medical technology startup specializing in next generation diagnostic devices that work with iOS and Android. During this year's highly regulated FDA submittal process, I, as lead designer revamped the experience for an in-home urinalysis mobile application. I have also been heavily involved in the marketing of this new product. This includes branding, e-commerce website, package design, photography, video production, social media assets etc.

IBM

January 2016 – September 2016 | User Experience Design Lead

In partnership with Apple, we conducted three-day Enterprise Design Workshops in Cupertino where I was as a hands-on iOS design evangelist. In these workshops, I educated and contributed to a revolving set of design teams on a variety of applications for a diverse set of industries. These applications changed the way employees did their jobs. I was also responsible for developing several tools to expedite the design process. One of the most notable ones was a UI Kit for Sketch where designers could assemble pixel perfect components for all devices.

Good Technology (Acquired by Blackberry)

2015 – 2016 | User Experience Architect & Strategist

2013 – 2015 | Principle User Experience Designer

2011 – 2013 | Senior User Experience Designer

While at Good Technology I had the privilege of delivering concepts for new products and translating technical complexity into simple interaction designs. I designed for each and every one of their mobile applications which included; Mail, Calendar, Contacts, Messaging, Document Management, Notes, Tasks, MAM, MDM, SDK, Two Factor Authentication and more for iOS (Phone, Tablet, Watch) Android (Phone, Tablet, Watch, TV), Windows and Mac OS X. My work made a positive contribution to changing the perception of the company's products user experience.

Interaction Designer

2002 – 2011

Designed a wide variety of cross-media projects involving UX/UI design for applications and websites, branding, print, photography, motion graphics, video editing, animation and physical devices for individuals, startups and media companies (Westwood One, Maxim Digital, BMG). Highlights; prototyped an Android app that controlled a washing machine and a restaurant table management web app.

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MTV Networks

Spring 2011 | Motion Graphics Intern

Assisted design team with illustrations, motion graphics, and visual effects.

Benny and Shaw

2007 – 2011 | Partner

Managed operations and designed an online shopping experience. The company appeared in publications including Life & Style, Essence, and DailyCandy.

DRAFTFCB

1998 – 2001 | Senior Internet Producer

1997 – 1998 | Multimedia Supervisor

1996 – 1997 | Multimedia Specialist

I was originally hired to create interactive presentations, but soon pioneered an in-house video editing studio and implemented a digital asset management system. I was promoted to lead a staff in developing a global intranet (to improve internal communications) and a global website to promote the company's capabilities.

Patents

2014 | Delegated Activation: Methods For Activation Of An Application On A User Device

United States No. US9807075B2 and International No. PCT/US14/13457

Education

New York University, Tisch School of the Arts

2011 | Master of Professional Studies Interactive Telecommunications Program (ITP)

Parsons School of Design

1996 | Bachelor of Fine Arts

Press

2010 | Musical Paintbrush - A paintbrush that plays music based on color

Press: NPR (On The Media) & Venture Beat

2010 | ELX7 - Wearable Tech

Press: Core77 & NY1

2010 | Q - Android-enabled Voice-Activated Toy

Press: The Technoverse Blog

2009 | Human Wind Chime - Interactive light and sound sculpture that reacts to human touch

Press: Gizmodo & Makezine

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Skills

Design

Interaction Design, User-Centered Thinking, Design Thinking, Wireframing, Sketching, Storyboarding, User Research, User Interviews, Task Flows, Persona Development, Information Architecture, iOS & Android Native Behavior, Prototyping, Pixel-Perfect Mockups, Visual Design, Project Management, Video Editing, and Animation.

Technical

Sketch, Illustrator, Photoshop, Dreamweaver, InDesign, After Effects, Flash, Final Cut, Keynote, Invision, Principle, Microsoft Office, JAVA, HTML, CSS, PHP, MySQL, Arduino, and working knowledge of JavaScript.