



ERIK GLOOR

Designing, Building, and Maintaining User Interfaces Since 1998

SUMMARY

Offering the expertise and judgment that comes with 13 consecutive years designing user experiences and interfaces for employers and clients that have included Allstate, the Tribune Company, Humana, The MacArthur Foundation and Robert Half International. From initial concept to information architecture to visual design and on to development and maintenance, producing Web interfaces, Web-sites, Weblogs, and Rich Internet Applications that adhere to proven, fundamental principles of usability and graphic appeal. Interfaces which feature compelling original layouts, graphics, animation, Flash and video. Creative and technical excellence in XHTML, CSS, Photoshop, Illustrator, and Flash. Technical skills complemented by a synergy of talent and three additional years of experience in the crafting of 3D graphics, 3D animation, design collateral, and original illustration; writing copy and producing video. Ready to help you empower your users and enhance your market share.

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BLOG

www.interfacemason.com

PORTFOLIO SITE
www.thepixelpilot.com

FEATURED URL'S
www.the904.com
www.laboriqua.com
Lo Que Traigo Yo

FEATURED UI DESIGNS
[NineToTwo](#)
[Humana](#)
[Aitoba](#)
[Aitoba \(2\)](#)

FEATURED FLASH
www.laboriqua.com
Chicago Salsa Fest 2008
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PORTFOLIO
[Graphic Design](#)
[Photoshop](#)
[Illustration](#)
[3D Graphics](#)
[3D Animation](#)
[Video Production](#)
[Copy Writing](#)

FAVORED TOOLS
[iRise](#)
[Microsoft Visio](#)
[Adobe Dreamweaver](#)
[Adobe Photoshop](#)
[Adobe Illustrator](#)
[Adobe Flash](#)
[Newtek Lightwave](#)
[Adobe AfterEffects](#)
[Six Apart Movable Type](#)
[Miscrosoft Blend](#)
[Visual Studio](#)

CODE
[XHTML 1.0](#)
[CSS 2.1](#)

FORTUNE 1000
EMPLOYERS & CLIENTELE
[Humana](#)
[Qualcomm](#)
[RHI International](#)
[GardnerDenver](#)

EXPERIENCE

User Experience Architect | Allstate | July, 2010 to Present

Design complex user experiences from initial concept to information architecture to low and hi-fi prototypes to final wireframes; additionally provide all production images and hand-coded CSS

Conceptualized, story-boarded, prototyped, usability-tested, wire-framed and created all production graphics / CSS for crucial upgrades to software used internally by the second-largest personal lines insurer in the United States.

- ▶ Devised initial concept for complex portlet addition from business requirements documentation.
- ▶ Sketched all storyboards and used them to evangelize concept and secure stakeholder sign-off across multiple departments including business, development, and end-users.
- ▶ Used Adobe Dreamweaver and Photoshop to create high-fidelity XHTML prototypes for stakeholder sign-off and user testing.
- ▶ Tested concept for usability with end-users over Webex using high-fidelity HTML prototypes. Rolled results into the final design in the form of minor UI adjustments.
- ▶ Wire-framed final design for development team using Visio, Photoshop and Adobe Illustrator.
- ▶ Created all production graphics using Adobe Illustrator and Adobe Photoshop.
- ▶ Hand-coded CSS used for production in a portal environment.

Support other UX architects in capacities that include:

- ▶ Creating production graphics, especially original iconography
- ▶ Synthesizing better UX paradigms from requirements and usability test results; assisting with formalized usability tests conducted at third-party facilities
- ▶ Creating high-fidelity XHTML prototypes that simulate coded interface elements and functionality using sophisticated imaging and javascript; creating these with quick turnaround times to facilitate adherence to tight schedules.

User Interface Designer | Protiviti¹ | 2008 to 2010

Designed user interfaces for custom governance software

Conceptualized, designed, and maintained user interface build-outs and improvements for two complex, custom, browser-based GRC² applications used on a large scale by over a hundred major corporate and municipal clients including Accenture, Rolex, the governments of the Netherlands and of the United Arab Emirates. Proposed, modeled, and presented innovations for stakeholders to build consensus and ensure sign-off. Additionally enhanced the overall look-and-feel of both applications by adding or improving graphical elements such as the general color-scheme, associated imagery, associated iconography, associated CSS classes and Silverlight "resources."

- ▶ Conceptualized, designed, implemented and maintained user-experience paradigms, screen sequences, individual screens and individual screen elements for both a traditional ASP application and a Silverlight RIA.
- ▶ Implemented crucial improvements to the look and layout of both applications -- which played a key role in moving their annual Forrester³ rating up a full category.
- ▶ Improved existing, and conceptualized new UI paradigms by synthesizing input from multiple stakeholders and story-boarding screen sequences with the assistance of a business analyst.

- ▶ Creatively turned business and user requirements into elegant user interface solutions as part of a team that included business analysts and development engineers.
- ▶ Mocked up initial designs, iterated through revisions, and created final designs that I then implemented, helped implement or that were used as guides for the development team in their implementation.
- ▶ Implemented final designs in the form of color specifications, layout specifications, XHTML code, CSS styles, original image files, and some Silverlight code utilizing applications like Photoshop, Dreamweaver, MS Blend and Visual Studio.
- ▶ Utilized Microsoft Blend 2.0 to overhaul color scheme of Silverlight 2 version of RIA, post-development.
- ▶ Utilized Microsoft Blend 3.0 to design and generate custom Silverlight controls, especially animated buttons, for Silverlight 3 version of RIA while it was in development.
- ▶ Created XHTML templates containing imagery I created and which called CSS styles I wrote.
- ▶ Created custom imagery and iconography for use in both a traditional ASP application and a Silverlight RIA.
- ▶ Customized third-party widgets from vendors like Telerik by modifying their bundled style-sheets and images.
- ▶ Wrote original verbiage on various screens, where appropriate, explaining complex business functionality/processes in a way that enhanced usability by managing user expectation.

User Interface Designer | Professional Consulting Services, Inc.⁴ | 2000 to 2008

Designed and developed user interfaces for custom online software

- ▶ Designed, developed, prototyped, and maintained user interfaces for clients that included Humana, The MacArthur Foundation, and [GardnerDenver](#). Developed original concepts from rough sketch, to mood-board, to mock-up, to finished XHTML templates, CSS, and graphics. In cooperation with business analysis team, story-boarded, use-cased, and otherwise integrated screen design into development of custom online software.
- ▶ Designed, developed, and maintained XHTML templates and cascading style-sheets in concert with the development of custom, browser-based software. Created and implemented all associated graphics. Maintained interfaces post-production using CSS and other global control methodologies.
- ▶ Conceived, designed, and implemented user experience, layout, graphics and color-scheme. Assisted business analysis team in the determination of application flow and business logic. Created wire-frames of applications in development and deployed them on the Web for client testing, in one instance across multiple departments, comprising hundreds of users.
- ▶ Designed corporate ID for firm subsequently purchased by QUALCOMM: created original logo, color-scheme, letterhead, business card, assorted marketing collateral for nPhase, a firm that services the niche "M2M" or "smart services" market and was ultimately purchased by QUALCOMM.
- ▶ For clients that included Humana and The MacArthur Foundation, created [original branding for applications](#) or integrated existing brands by coordinating with client assets and/or applying existing collateral. For some smaller clients and start-ups, designed entirely new corporate ID for Web collateral or expanded on existing.
- ▶ Designed, developed, and maintained Web-sites with an emphasis on sound design principles, impactful graphics, clear navigation, effective Google placement, fast downloads, and short deployment schedules.
- ▶ Designed, developed, and maintained blogs using Six Apart's "Movable Type" with an emphasis on sound design principles, impactful graphics, clear navigation, and optimal usability for contributors as well as respondents.
- ▶ Acquired, collated, and applied methodologies for SEO⁵
- ▶ Webmastered in-house Web-sites [profservices.com](#) and [nphase.com](#) (now offline) -- designed, developed, and maintained.

Web Producer | CLTV News⁶ | 1998 to 2000

Designed and built Web-site for 24-hour TV news station

Designed, developed, and maintained [cltv.com](#)⁷ for Tribune Company firm, ChicagoLand Television News, better known as CLTV. Kept site current by encoding and uploading video clips; by adding static imagery grabbed from video or purchased from AP Graphics; by writing original copy describing up-to-the-minute Chicago-area news.

- ▶ Helped determine daily news priorities in concert with executive and news producers. Checked facts with TV news reporters and Tribune bureau writers. Monitored wires for breaking news. Provided online resources to complement on-air programming: links to relevant information, organizations.

- ▶ Provided online resources to complement on-air programming such as links to relevant information, organizations, and video.
- ▶ Coordinated CLTV's online priorities with those of parent firm's Web vertical, Tribune Interactive.

Graphics Assistant / Studio Crew | CLTV News | 1997 to 1998

Four jobs in one

Performed in four high-pressure roles as part of an early-morning news production team that produced Chicago's first live news telecast of the day at that time. Together, these roles offered a diversity of challenges and required adherence to a demanding schedule that began at 4 am. Individually, each role required quick acquisition of highly specialized technical skills along with rigorous, disciplined execution in a high-pressure, 24-hour news environment.

- ▶ Graphics Assistant – Crafted on-air graphics for 24-hour TV news station, CLTV. Maintained consistency of on-air look-and-feel by working within the boundaries of pre-defined styles and guidelines for all on-air graphic elements.
- ▶ Floor Director – During live telecast, simultaneously rolled teleprompter and pointed talent to appropriate camera. Helped maintain communication between control room and "floor" at all times. Extremely high-pressure position.
- ▶ Sound Board Operator – During live telecast, mixed every audio element of show, including music, microphones, live-shots, and videotape. Extremely high-pressure position.
- ▶ Robotic Camera Operator – During live telecast, remotely controlled robotic television cameras.

FREELANCE

User Interface Designer / Web Designer | 2000 to present

Designed, built and maintained custom Web interfaces, Web-sites and mini-sites

Designed, developed, and maintained Web user interfaces and Web-sites for clients including a TV anchorwoman, a midmarket consulting firm, and especially a [Chicago-area dance studio](#) of local prominence. Created original concepts from the ground up: from rough sketch, to mood-board, to mock-up, to development, to finished Web-site.

- ▶ Designed, developed, and currently maintain [Web-site](#) promoting independent documentary film 'THE 904.'
- ▶ Completely redesigned Web-site for [Chicago-area dance school/agency, Latin Street Dancing](#), in cooperation with an ASP developer (who handled database and other programmatic elements). Designed all graphics, user experience, application flow, and navigation. Designed custom CMS (Content Management System) client can use to update site.
- ▶ Designed, developed, and maintained resume [Web-site for TV news anchor](#) she credited with greatly shortening her job-search.
- ▶ Designed and developed business [Web-site for media consulting proprietorship](#).

2D Computer Animator | Walter Joseph Communications⁸ | 1996

AfterEffects for TV commercials, corporate video

- ▶ [Created graphics and 2D animation for TV commercials](#) and corporate training videos. Clients included Mitsubishi and Century Tile. Mac environment.

3D Computer Animator | SCTN Channel 25⁹ | 1995

Lightwave for TV show open

- ▶ [Created 30-second 3D animated logo sequence](#) for locally-produced programming with the use of Newtek's 'Lightwave.' Amiga environment.

EDUCATION

Loyola University Chicago | B.A. Communications, Minor in Political Science | 1992

Classical liberal arts education with a focus on effective written communication

- ▶ Studied investigative reporting under the [late Pulitzer-Prize-winning reporter, Edmund J. Rooney](#) as well as [noted author, Connie Fletcher](#). Further relevant coursework included Ethics, Copy-Editing, Advanced Composition for Pre-Law, and Mass Communications Law.

- ▶ Art Director, Loyola Phoenix 1989-92 Responsible for graphic elements. Created feature illustrations and editorial cartoons. Laid out Comics page. Solicited and incorporated student art and comics.
- ▶ Contributor, Loyola Phoenix 1987-92 Conceived, wrote, illustrated award-winning serial graphic-novel style cartoon strip, 'The Agency,' published weekly. Feature articles published: 'Guardian Angels in Chicago,' 'Logo Change at Loyola.'
- ▶ Featured Contributor, Cadence Magazine, 1988 and 1989 Illustrations published in year-end magazine featuring student art.
- ▶ [College Gold Circle Award: 'Information Graphic in Two or More Colors'](#) presented by the Columbia Scholastic Press Association.

Columbia College Chicago | Computer Graphics & Animation | 1994-7

The Midwest's premier media school

- ▶ Studied computer graphics, 2D and [3D computer animation for video](#); especially Adobe's 'Photoshop,' Newtek's 'Lightwave' and the precursor to the Oscar-Award-winning 'Maya' platform: 'Alias|Wavefront.'

REFERENCES

Melissa Ross Host / Producer, " First Coast Connect" WJCT 89.9 FM, Jacksonville, FL

Co-worker: CLTV News 1997 - 2000 | Client: Web services since 2000

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Alex Feygin | Application Architect, Protiviti

Co-worker / Team Leader: Protiviti, 2008 - 2010

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Matthew Cook | Manager of Information Systems, The Chicago Bears Football Team

Co-worker: PCS, Inc. 2000 - 2002

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Co-worker: Protiviti, 2008 - 2010

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David Hauck Field System Administrator, Sysco Food Services

Personal friend since 1991

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¹ Protiviti is a global business consulting and internal audit firm parented by RHI

² GRC - Governance, Risk & Compliance

³ Forrester Research is an independent research company that provides advice to business and technology firms.

⁴ PCS, Inc. is an IT consultancy in business since 1990 and is based out of Chicago, Illinois.

⁵ SEO - Search Engine Optimization

⁶ Chicagoland Television News is a 24-hour cable TV news station in business since 1993

⁷ CLTV's current Web-site is not the one I designed for them in 1998

⁸ Walter Joseph Communications was a Chicago-based video production firm. More information is unavailable as it no longer operates under this name.

⁹ SCTN, Channel 25 was a cable TV station owned and operated by the business entity Chicago Cable. More information is unavailable as it no longer operates under this name.