

G E R R Y M A N A C S A

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PORTFOLIO

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PROFILE

As a designer and creative director, I have been crafting content and interfaces for the Internet since its emergence as a public space. My projects have ranged across the corporate and consumer web, from learning to e-commerce, marketing and social networking to data visualization and information design. With a cross-disciplinary background in creative, technical, writing and learning disciplines, I can work with the full spectrum of stakeholders to find the right synthesis of art, design and technology to meet a project's challenges.

EXPERIENCE

Senior Designer, Stuff Creators; Houston, Texas — 2011 to present

User interface, data visualization and information design. Created web-based teaching support applications using data mining and visualization techniques to optimize teacher and student performance, parent communications and school administration.

Senior Designer, WOWIO LLC; Houston, Texas — 2007 to 2011

User interface, marketing and content design; social networking brand development; iPhone web app design for consumer commerce and content distribution site. Worked in a small-team startup environment to develop first-of-its-kind service. Rapidly prototyped, developed and expanded features and capabilities which helped to drive 10x user base growth

Creative Director, Kaplan EduNeering; Houston, Texas — 2002 to 2007

Concept development, research, user experience and information design for web- and Flash-based learning applications and marketing materials. Worked with management, learning specialists, sales and developers to take Fast 500 company's products from whiteboard through launch to sustained content development serving a fast-growing user base. Developed production processes and provided creative direction for a team of ten designers.

Senior Multimedia Designer, KnowledgeWire LLC; Houston, Texas — 1998 to 2002

Graphic and interface design of learning content, web sites and marketing materials. Integrated learning principles with visual design and interactivity to optimize learner engagement and content retention, helping to build one of the first web-based training and content management systems for corporate clients.

Multimedia Designer, Syntropy Corporation; Houston, Texas — 1995 to 1998

Graphic and user interface design/development for computer-based training and touchscreen public information kiosk systems.

Senior Engineer, Lockheed-Martin; Houston, Texas — 1987 to 1995

Computer-aided analysis for the Space Shuttle. Developed methods for data visualization and presentation, integrating desktop tools with standard engineering analysis packages. Pioneered use of web for data exchange among geographically-dispersed workgroups.

PUBLICATION

Deconstructing Product Design, Rockport Publishers, Fall 2009 (co-author).

EDUCATION

University of Houston Clear Lake, Houston, Texas — MA Humanities 1997, concentrations in graphic arts, writing and instructional design

University of Illinois Urbana-Champaign, Urbana, Illinois — BS General Engineering, 1987, concentration in computer-aided design.