

WADE GUNDY

Multimedia Designer

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<https://w-gundydesign.com/>

General Motors

Senior Creative Designer

SEP 2015 - PRESENT

- Working on the General Motors HMI Design team as a visual designer for the in-vehicle center stack and cluster experience.
- Collaborating with large multidisciplinary team that includes developers, product designers, 3D artists, and UX researchers to create industry leading interfaces for our users.
- Iterate on interface concepts and align to brand strategies and track variants through lifecycle of product inception, release, and updates.
- Develop visual designs that are meaningful and impactful for our users to experience the passion of driving safely and with confidence.

Macomb Community College

Adjunct Professor

SEP 2014 - PRESENT

- Substitute teaching for advanced Adobe Illustrator and Photoshop classes.
- Teach lesson plans to students for various projects with branding, layout, wire-framing, etc.
- Enjoy helping students learn about the programs features, palettes, tools, and functions.

Freelance Multimedia Designer

SEP 2013 - PRESENT

- Organized customer wants and needs into tangible chunks of information.
- Conceptualized user experience through use of wire-frame prototypes, .psd concept work, code for mobile first, tablet and desktop web applications.
- Coded html5, css3, jQuery library, responsive bootstrap websites for small business owners.
- Built out clean, pixel-perfect graphics in Illustrator and Photoshop.
- Directed on-site video production for web videos, converted .mov files into web file formats.
- Created company branding throughout all mediums for print and digital.
- Tracked small business websites using Google analytics.

AT&T Advertising and Publishing

Production Artist

JUN 1999 - AUG 2013

- Responsible for design layout in the Yellowpages utilizing Photoshop and Illustrator.
- Created original robust compositions in spec display ads and direct mailers for print effectively marketing customer's B2B services.
- Created web landing pages for consistent customer branding and services.
- Worked directly with sales executives making changes to customer ads.
- Edited and proofed work for very accurate and strict corporate guidelines.
- Annually generated 3000 ads consistently receiving AT&T's highest performance ratings in production.

Education

Macomb Community College, In Progress

Associates in Media Arts

3D Animation

Macomb Community College, May - 2015

Associates in Information Technology

Interactive Web Media

Wayne State University, May - 1999

Bachelor of Fine Arts

Painting and Drawing

Tools

Sketch

Figma

Adobe XD

Brackets

Illustrator

Photoshop

After Effects

InDesign

Skills

Data Visualization

Wire-framing

Motion Graphics

Sketching

Storyboarding

Brand Development

HTML

CSS

jQuery

Responsive Design

Agile Method

Digital Prototyping

Community Involvement

Macomb Community College

Advisory Board

Sept. 2015 - Present