

# ANDY MAI

Designer & Engineer

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## Creative Director, UI Design

May 2013 - Present

*Gracenote | San Francisco, CA*

(Gravity Mobile was acquired and now operates as Gracenote's global creative services agency)

Leads a 4-person design team focused on designing interactive experiences for international clients and internal Gracenote initiatives. Responsibilities include designing user interface concepts and products for automotive headsets, second-screen, 10-foot, mobile, and web platforms.

Acts as lead designer and mentor. Works with clients and product owners to define requirements. Interfaces with design and engineering teams to develop wireframes, prototypes, and visual designs. Manages resourcing, schedules, and deliverables.

## Director, UI Design

Nov 2008 - May 2013

*Gravity Mobile | San Francisco, CA*

Tasked with conceptualizing and developing mobile applications (iPhone/iPad, Android, Blackberry, Brew, Java, Windows Phone) and interactive web applications for clients including ABC, Adobe, AT&T, Fox, MLB, Nielsen, NTT, Pandora, Qualcomm, Sony, Sprint, Wikia, and Verizon.

Responsible for defining the user experience through wireframes, interaction flows, storyboards, sitemaps, and functional HTML prototypes while leading visual design teams in creating pixel perfect designs.

## UI Engineer

May 2007 - Nov 2008

*Gravity Mobile | San Francisco, CA*

Designed and implemented user interface for MusicID, a music recognition app, and ported the design across iPhone, Android, Blackberry, and hundreds of feature phones. Built the backend infrastructure and did the frontend implementation of MusicID's analytics and reporting platform.

Worked intimately with Verizon to design their new VCAST App Store experience. Provided wireframes, user flows, as well as visual design concepts.

Collaborated with Fox Mobile to create Bitpop, a streaming video client on Blackberry, iPhone, and Android — developing a strategy for the user experience and addressing the limitations and characteristics of each platform.

## Practice Areas

User Centric Design  
Graphic Design  
Icon Design  
Mobile Design  
Web Design  
Interaction Design  
Information Architecture  
Usability

## Concept

Wireframing  
Prototyping  
Task Flows  
User Scenarios  
Navigation Maps

## Technology

HTML5/CSS3  
Javascript  
Ruby/Rails  
LAMP (PHP/Python)

## Process

Agile Development  
Usability Testing  
Graphic Design  
Style Guides  
Pair Programming  
Jira  
Basecamp  
Trello

# Interaction Designer

Sept 2005 - May 2007

## *Six Apart*

Developed wireframes, task flows, and visual design concepts for Vox, LiveJournal, TypePad, and MovableType. Created working user interface prototypes (HTML/CSS/JS). Conducted in-house usability studies with new and advanced users. Worked closely with the LiveJournal community — organizing events, writing news posts, and reaching out to hardcore users for feedback.

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## Honors & Awards

*2012 Techcrunch Disrupt Hackthon Category Winner* Aug 2012

Over a 36-hour hack-a-thon my team developed HABU, a music player using Ford's AppLink that creates effortless driving playlists in the car based on your mood, weather, and location.

*2011 Emmy Nomination for Outstanding Achievement in Interactive Media* Sept 2011

Designed an engaging second-screen iPad experience for the ABC Television show, "Grey's Anatomy". The app uses audio watermarking technology to determine exactly where you are at in a show and serves contextual content based on what's on TV.

*2011 Reddit Submitter of the Year* Jan 2011

F-list Internet celebrity.

*2010 iOSDevCamp Winner (Best Open Source)* June 2010

Over a 2 day hack-a-thon, our team developed DragKit, an open source iOS library that enables developers to drag and drop text, photos, and any other data between apps.

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## Academy of Art University

2004 - 2005

*Bachelor of Fine Arts, New Media*