



Mugur A. Marculescu

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OBJECTIVE

To use my unique combination of strong design, development and media experience to bridge the gap between technology and design, and create the interfaces of the future.

EXPERIENCE

Citrix Systems | Software Developer - UI and Web (contract)

2009 - 2011, remote. Jan. 2011 - present, Santa Clara, CA.

Helping to reorganize the development process and improve collaboration between design, UX, developers and management through dialogue, new tools, functional prototypes, and evangelization of best practices.

Evaluating page code quality, structure, pixel perfect design accuracy and usability requirements.

Helping guide design and creation of an online standards and UI patterns library for new web development.

HTML5/CSS3/JS/Flash development.

Using the Python/Django framework to create custom tools for the design department.

Livemade | Creative Director and Partner

2009 - present, San Francisco, CA - La Plata, Argentina.

Defined the creative, visual design style and user experience of the Livemade products/projects.

Developed Livemade Pulsar, a website and server monitoring service running on Google App Engine. Create the concept, sketches, wireframes, logo and interface design, template hierarchy and UI code. Created charts and maps using the Google Charts and Maps APIs.

Designed and developed AppEnginePeople.net, a directory for GAE developers.

Developed the OneGratis loyalty card wizard, which lets shop owners design loyalty cards and make them available to customers on their Android and iPhone mobile devices.

WeGIF | Cofounder

September 2007 - present, San Francisco, CA.

WeGIF is a social networking web application which I cofounded in 2007. It is a community where people create and share animated photos. I wore every hat, from developing the concept to wireframing, IA, UI, UX to graphic design, page templates and application code.

Developed the brand identity, community voice, guidelines and the Google AdSense and Analytics integration.

VH1.com | Interactive FX Designer/Developer

2006 - 2007, New York, NY.

Part of a hybrid R&D team that created functional prototypes of new UI concepts.

Developed VH1's syndicated video player prototype which became VH1's embedded video player. AS2/3 Flash application design and development for numerous high traffic projects.

Conceptualized and developed VH1 Photobooth, a pressure sensitive event kiosk drawing application.

Created motion graphics for the VH1 On Air Graphics (VH1 TV Channel) and VSPOT (VH1.com) video teams.

MTV Networks | Interactive Media Developer

2004 - 2006, New York, NY.

Prototyped what later became MTV Overdrive, one of the first Flash video platforms, which gave VIACOM an early lead in streaming video content on the web.

Received the Promax BDA Gold award for Food for Thought 2006 website. Optimized websites for cross browser and platform performance.

Developed and pitched the creative strategy for new projects alongside designers and copywriters. Created motion graphics, 3d content and photography to support the creative vision.

Set up an Autodesk Backburner render farm, to speed up rendering for 3ds Max and animation projects.

EDUCATION

Ohio University

June 2003.

Bachelor of Science in Visual Communication - College of Communication, School of Visual Communication, Ohio University, Athens, OH.

Major: Interactive Multimedia, Specialization Area: Computer Science.

SKILLS & SOFTWARE

Design

Graphic design theory, grids, typography, color and visual information theory, photography and print.

Storyboarding, ideation, sketching interaction and information architecture, wireframing, user experience, paper interfaces, rapid prototyping, drawing/art with traditional media.

Experience with data driven iterative design cycles and user testing.

Expert knowledge of Photoshop, Illustrator, After Effects, InDesign, Flash, Final Cut Pro, Autodesk 3D Studio Max, Mental Ray.

Programming

Object-oriented programming and awareness of many software design patterns and principles.

Web application design and architecture, rich user interfaces, UI development, usability, standards compliant HTML and templating engines, page hierarchy, deployment, scaling and social media integration.

Python, Django, ActionScript 3, HTML5, CSS3, JS, JQuery, XML, JSON, PyAMF, web services, SQL, SVN, Mercurial, diff, Eclipse, Textmate, Adobe Flash, Flex, PaperVision3D, FLARToolkit, Amazon Web Services, Google App Engine, Maps API, Charts API, Acunote, Trac, Linux shell.