



# Gino De Young

[gino@ginodeyoung.com](mailto:gino@ginodeyoung.com)  
323 206 0652  
Portfolio: [ginodeyoung.com](http://ginodeyoung.com)

Just your standard Disney theme park designer with more than twenty years of user-centered interface design experience in agency and corporate settings who has led enterprise-scale application development for a giant global investment firm.

By simplifying systems and processes, I have a knack for making things better.

## *Design Specializations*

Concept Design / Ideation	Design Systems	Color
Clean, Modern Design	Balance and Alignment	Typography
Wireframes and Prototypes	High-Fidelity Mockups	Branding
Themed Environmental Design	Surface Pattern Design	

## *Skills*

Application Development Leadership	Strategy	Research
Leading Brainstorm Sessions	Investment Data and Taxonomy	Analysis
Business Process Simplification	Change Management	Presentation
Graphic Design Asset Production		

## *Experience*

### **Capital Group**

*Los Angeles*

*One of the world's oldest and largest investment management organizations*

#### *Application Development Manager & Product Manager 2015-2018*

- The first interface designer promoted to IT Application Development Manager at Capital, successfully transitioning from a specialty role to lead a software development group.
- Recruited and managed designers, product managers and systems analysts working in an agile environment. Created opportunities for training and provided project and career guidance.
- Supported Capital's highest-priority projects for a stakeholder group of 450 individualistic and discerning internal clients. Perpetually considered the special requirements for a system providing time-sensitive research information for associates in 20 global investment offices. Created a comfortable virtual office environment respective of Capital's investment group's culture.

- Developed and maintained strong relationships with stakeholders in Capital's Investment Group and within corporate IT. Reported to c-suite executives for product quality and design, progress, and budget.
- Identified and worked closely with consultant partners including Microsoft, Infosys, Accenture and Sapient.
- Planned and created change management campaigns to accompany technology improvements, considering users at every level of technical sophistication and enthusiasm for change.

*Senior User Experience Designer & Agile Product Owner 2003-2014*

- Ideated, designed and managed a custom-developed collaborative research platform for Capital's portfolio managers and investment analysts, pairing social media concepts with a dynamic publishing platform. The mission-critical platform hosts research communications supporting more than 2.3 Trillion in assets under management.
- Designed prototypes, wireframes, mockups, styleguides, presentations, and internal marketing materials.
- Initiated and grew the first practice for user-centric interface design within Information Technology at Capital. Among Capital's earliest Agile champions.
- Strategized the investment research archive roadmap for 15 years, transitioning applications from dated Lotus Notes-based databases to world-class publishing technology and mobile access. Identified data sources and technology components to support current needs. Ensured the long-term protection of a research archive comprised of nearly 90 years of documents.
- Interviewed stakeholders, led brainstorms, paper prototyping, and creative sessions with users and project teams.

*Highlights*

**Investment Research Collaboration** platform for desktop and iOS  
**Taxonomy Management** and **Variable Data Document Creation** tools  
**Investment Thesis Tracking** enhanced by machine learning  
**Archival Storage and Search** of 300k documents  
**Global Meeting** planning and awareness, agendas & research handouts automation  
**Company Financials Data Tear Sheets** standardization

***Sony Pictures Digital Entertainment***

*Culver City*

*Digital movie and television marketing*

*User Experience Design Consultant 2002-2003*

- Implemented and extended the 2003 *Sonypictures.com* site based on designs art directed while working with IPK.
- Created regionalized versions of Sony Pictures sites for the U.K. and Japan.
- Created sites and marketing assets for Sony properties like *Wheel of Fortune*, *Charlies Angels* and *Q\*bert*.



## **IPK**

*Remote Team*

*User experience design agency*

*Art Director 2002*

- User Experience Design for *sony.com*, the Sony corporate portal.
- Conceived and designed the *sonypictures.com* 2003 site for agency client Sony Pictures Digital Entertainment.

## **eCompanies**

*Santa Monica*

*Digital business incubator*

*Art Director 1999-2002*

- Ideation for startups beginning incubation at eCompanies, frequently in advance of the executive team's recruitment.
- Visual design mockups, prototypes, naming and branding.
- Created and designed *eParties*, acquired by eToys. eParties was a pioneering party invitation and planning startup.
- Designed the *Boingo* WiFi authentication application user interface *Wired* Magazine called "Sleek."
- Defined and proposed new product capabilities for internet provider *Earthlink*.

## **Venu Interactive**

*West Hollywood*

*User interface design agency*

*Art Director 1997-1998*

- Conceived and designed the *sonypictures.com* 1998 site for agency client Sony Pictures Digital Entertainment.
- User-centered web design of sites and marketing assets for agency clients *Barbie*, *Hot Wheels* and *Days of Our Lives*.

## **Pacific Bell**

*Pasadena*

*Telecommunications company, now AT&T*

*Art Director 1996-1997*

- Designed and launched *Pacific Bell At Hand* site integrating product reviews and yellow pages directory search for California.
- Designed and developed strategic advertising products, including national banner ad opportunities, localized search results advertising for small businesses, and advertorials.
- Rebranded *At Hand* into the national yellow pages search product *Smartpages* to build synergy with the print yellow pages branding.



### ***Palm Springs Life***

*Palm Springs*

*City magazine publisher*

*Art Director 1995-1996*

- Designed and launched online versions of five city magazines, including *Palm Springs Life*.

### ***Universal Studios Planning & Development***

*Universal City*

*Theme park developer*

*Graphic Design Manager 1992-1994*

- Design and planning for the *Porto Europa* theme park signage program consisting of over 1500 signage elements.
- Created marketing branding and graphics for the park, individual attractions, restaurants, clubs, and retail locations.
- Identified and contracted with design and fabrication vendors.
- Co-created and designed the cast of park mascot characters and merchandise, featured in their own attraction in the park. Oversaw the character and park branding translations to merchandise for opening day.
- Creative development for *Seuss Landing* in Orlando's Islands of Adventure, storyboards for *The Cat In The Hat* ride.

### ***Walt Disney Imagineering***

*Glendale*

*Theme park developer*

*Graphic Design 1988-1992*

- Managed environmental graphics program for opening-day *Disney MGM Studios* in Orlando. Estimated design effort and tracked 1800 signage and environmental graphics, managing budget, production details, schedule and status.
- Extended the tracking tools I developed to support the *Euro Disneyland* Graphic Design team, provided training and guidance.
- Planning and design for Tokyo Disneyland's *Coral Landing* and *Swiss Family Robinson Treehouse*, and the *EPCOT China Pavilion Gallery*.
- Fabrication and installation of environmental graphics for EPCOT's *Imageworks*.
- Art Director for Imagineering's internal magazine, the *WDeye*.

*Dimensional Design 1987-1988*

- Designed and built dimensional models for Disneyland's *Indiana Jones Adventure* and Disney MGM Studio's *Star Tours*.
- Acquired, designed and fabricated hundreds of props for *The Adventurers Club* in Walt Disney World.

