

# JONATHAN KNOPF

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User Experience director, designer, and front end developer with 14 years of experience working on human computer interfaces with multi-disciplinary teams. A resourceful team leader and hands-on design engineer able to revolutionize user experiences by converting complex systems into customer-driven solutions.

## WORK EXPERIENCE

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**Key Lime Interactive, Inc., Doral, Florida**  
**Director, UX Design & Strategy**

**March 2013 - Present**

- Directs design strategy, research, and interaction design for complex projects for clients like GE Healthcare, University of Pittsburgh Medical Center Enterprises, OSRAM Opto Semiconductors, and Citibank.
  - Expert in creating usability research protocols and facilitating research sessions
  - Expert in creating personas, user stories, and customer journey maps.
  - Expert in using agile methods to garner a remarkable UX/UI
- Manages processes and projects to ensure on time delivery and execution while keeping team members focused, engaged, and inclusive of stakeholders.
- Works as a director, individual contributor, project leader, or internal consultant.
- Demonstrates and implements most recent best practices for usability and interaction design in mobile, tablet and desktop adaptive or responsive interfaces via Adobe Suite and Sketch.
- Directs and manages front-end development for implementation of UX designs using CSS, HTML, and JS best practices.
- Provides critical strategies within scrum to optimize the hand off of designs to minimize tech debt and defects.
- Researches and utilizes new and existing tools for process improvement, rapid prototyping, spec and wireframe measurements, and communication of designs to all team members.
- Forecasts future trends in digital interface design as inputs to potential future user requirements and user experience improvement opportunities.
- Directs strategic and tactical UX requirements from feature definition through completion for B2B, B2C, healthcare, software, hardware, travel, banking, advertising, and e-commerce applications.
- Maintains and enforces the most current FDA and HFE standards such as the FDA Medical Device Guidance Guide, AAMI/ANSI HE75, ISO 62366, ISO 14971-1, IEC 60601-1-6:2013, IEC 60601-1-8 Ed, and other human factors/HCI standards.
- Exceptional visual communication skills through the use of concept designs, story boarding, graphical recordings, mockups, and low-high fidelity prototypes.

**Grupouno, Coral Gables, Florida**  
**Director, Interactive Media**

**August 2009 - March 2013**

- Directed all digital development, execution, and marketing of social, web, and mobile based media delivery for the global marketplace with a focus on Latin American markets (Brazil, Mexico, Colombia, and Argentina)
- Lead and developed all interactive promotions and social gamification initiatives using flash, responsive design, augmented reality, and parallax techniques (HTML/HTML5, CSS, JQuery, Javascript, Flash Actionscript 2.0 and 3.0, and ASP coding)
- Director of Web and Digital Development
- Improved turnaround time for marketing materials by designing and architecting web portals to allow clients to access, download, customize and special request advertising materials.
- Development and management of omni-channel marketing campaigns for the following clients: Porsche Latam, Nestle Wonka Latam, AOC, Kingston Latam, Canon, Flip, Cummins, BabySpa

**Little Director, Miami Beach, Florida**  
**Production Manager, Computer Animator, Web Designer**

**September 2007 – August 2009**

- Developed and maintained all websites under the artistic direction of award winning animator Royi Akavia, president of Little Director, Inc.
- Managed a group of 5 animators, maintaining quick and efficient web content delivery and execution along with artistic innovation and creativity
- Created 3D interactive environments, virtual worlds, and immersive educational interfaces using flash and Unity.
- Designed, developed, and deployed web-based educational games using Flash CS3 and ActionScript 2.0
- Designed an automated system for animating coloring books that reduced the "ready to render" time from 10 minutes to 3 minutes
- Transformed children's drawings into a 2D animated movie, using various forms of software

**Biomechanics Research Lab, University of Miami, Coral Gables, Florida**  
**Research Assistant**

**February 2004 – July 2007**

- Used Vicon Motion System cameras to study athletic performance improvement, ergonomics, and injury prevention
- Used a combination of Maya, MEL Script, and Motion Builder to develop real-time animated rigs for computer animation
- Received a Certificate of Completion in Vicon Motion System's BodyBuilder Training Course
- Published the "Spray Paint Graffiti Simulator (SPGS)", a non-contact interface using a spray can and reflective markers as an input device to preserve the geometric manipulation of digital spray-paint.

**Electronic Arts (EA Sports) - Tiburon, Maitland, Florida**  
**Design Consultant, QA Database Manager, QA Tester**

**June 2001 – January 2004**

- Collaborated with the Design team during the creation process to improve all areas of NFL Street, which was the company's first in house video game, which was the best-selling console video game in America in January 2003

- Delegated responsibilities to the QA testing team to develop an economy of resources, which yielded a 55% reduction during software flaw regression
- Tested and ensured quality of various electronic products to eliminate defects before production
- Discovered software flaws and faulty design issues via company database for Program and Design team to correct, which resulted in a first time pass through all 3rd party software and production companies (e.g. Sony, Nintendo, and Microsoft)
- Established cohesive group dynamics by effectively communicating software flaws, resulting in creating a team environment between Program and Design departments and QA Lead

## TEACHING EXPERIENCE

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**Florida International University, Aventura, Florida**  
**Digital Marketing**

**November 2012 - March 2013**

**Miami Ad School, Miami Beach, Florida**  
**Responsive Design, Motion Graphics**

**July 2010 - July 2012**

**International Art Institute, Fort Lauderdale, Florida**  
**Animation Production, Web Development**

**July 2010 - July 2012**

## EDUCATION & CERTIFICATION

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- **MS, University of Miami, Coral Gables, Florida, Industrial Engineering, March 2007**
- **BS, University of Miami, Coral Gables, Florida, Electrical Engineering, December 2002**
- **AAMI Human Factors Certification**
- **HFES Member & Contributor**
- **Vicon Motion Systems Body Builder Modeling**

## SKILLS

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- Adobe CS: Illustrator, Photoshop, InDesign, Acrobat
- Adobe Interactive: Dreamweaver, Flash, Fireworks, After Effects, Experience Design
- Visualization Tools: Softonic Sketch, Apple Keynote, Microsoft Visio, iRise Studio, Axure, Balsamiq, OmniGraffle, Maya Cinema 4D, MotionBuilder, Unity 3D, Vicon Workstation, Vicon Body Builder
- Prototyping Tools: InVision, Balsamiq, Experience Design
- Research Tools: Morae, Silverback, UserZoom, Loop11, Ethn.io, Optimal Workshop, SMI (Eyetracking), Tobii (Eyetracking), and most survey tools (e.g. Survey Monkey, Qualtrics, Decipher, etc.)
- Languages: HTML/5, CSS/3, Angular, Meteor, jQuery, Bootstrap, XML, PHP, AS2/3, C/C++
- Microsoft Office: Word, Excel, Powerpoint, Outlook
- Systems: Mac, IBM, Linux, iOS, Android