# Gregory Cowley, San Francisco, CA

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==Note: This resume includes extended artist CV information at the end==

## Senior Software/UX Engineer

*Front-end Software Engineer| Seasoned UI/UX Designer | IoT Enthusiast*

▷ Skilled problem solver who understands project deadlines, crisis aversion, maximizing user experience.

▷ JavaScript veteran fluent with the most current frameworks and paradigms going back to 1995.

▷ Self-starter with a proven track record designing and developing high-end products—consistent with branding and unique functional requirements—from concept to completion.

▷ Knowledge of all aspects of the Software Development Lifecycle.

▷ Experienced UX/Interaction Design Professional with a BFA in Graphic Design.

▷ Years of experience in corporate branding, brand adherence, layout, color, and typography in both print and digital media.

▷ Keen eye for visual detail.

▷ Adept at brainstorming, wireframes, creating multiple prototypes, and iterating through to final production.

▷ Heavily versed in motion-graphics and animation.

▷ Adjunct Professor, teacher, mentor and poised team player with the skills and innovative ideas needed to drive technical performance

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|---|---|
| Languages: | JavaScript/NodeJS | HTML5/LESS/SCSS | ActionScript/Java | PHP | Lua | Objective-C | Python |
| Frameworks: | React/Redux | RxJS | AngularJS | Apache Flex | jQuery |
| Workflow: | Git | NPM/Yarn | Webpack/Neutrino | Ant/Grunt/Gulp |
| QA: | ESLint | Jest/Enzyme | Selenium |
| DevOps: | Jenkins | Docker | Vagrant | Chef | AWS/CloudFront | MySQL/PostgreSQL |
| Methodologies: | Agile with Jira/Slack | Scrum |
| Other Key Tools: | Photoshop | Animation | SVG Illustration | Sketch | Adobe XD |

## Professional Experience

**VOICEBASE** | San Francisco, CA—**Senior Software/UX Engineer** | 8/2018 to 2/2019

*Brought design and engineering skills together to construct a UI for an API-only voice recognition/analytics company. Built out a team of front-end engineers, planned best practices, and created a design system.*

▷ Worked primarily with a React/Redux/Webpack stack along with RxJS, Neutrino, and Lerna for the monrepo.

▷ Created product demos that were integrated Tableau for trade shows.

▷ Designed and built out a developer portal to ease the onboarding process for new customers.

**ROCKET LAWYER** | San Francisco, CA—**Senior Software Engineer** | 8/2017 to 8/2018

*Worked with channel marketers, product designers, SEO analysts, and the content team to  implement the next generation of marketing materials for web and mobile.*

▷ Worked with a custom Java based CMS system and drove a planned migration to HippoCMS.

▷ Inherited a legacy codebase which needed heavy refactoring.

▷ Rendered extensive knowledge of JavaScript, Angular, Node.js, HTML, CSS/SASS, and jQuery.

- ▷ Engineered complex, multi-page A/B and multivariate tests using Optimizely.
- ▷ Strictly followed a workflow that included Jira, Git, Slack, and Agile processes.
- ▷ Delivered pixel-perfect user experience and worked closely with product designers.
- ▷ Coached and mentored junior engineers.

## BLURB, INC. | San Francisco, CA—**Senior Software Engineer** | 6/2015 to 8/2017

*Leveraged extensive technical insight as a Project Lead, directing a team to provide software solutions for a web-based self-publishing platform.*

- ▷ Engineered improvements and maintained a legacy Flex web application. Resolved issues, significantly reduced crash rates, and laid groundwork for transition from Apache Flex to ReactJS.
- ▷ Added error reporting and improved analytics using Mixpanel, MicroStrategy and SumoLogic.
- ▷ Developed and maintained integrations for 3rd party APIs using oAuth and RESTful services.
- ▷ Closely collaborated with the QA engineers to generate a high-end suite of automated tests using PhantomJS/CasperJS and Selenium. Worked closely with customer support team to resolve customer issues, ensuring remarkable user experience.
- ▷ Utilized tools such as ReactJS, Redux, Ruby and NodeJS within an agile-based software development environment.
- ▷ Owned and managed the Jenkins deployment pipeline. Wrote extensive documentation. Removed dead code, updated libraries, streamlined the build process.

## COWLEY STUDIOS | San Francisco, CA—**Principal** | 2003 to 2015

*Owner/Creative Director/Director of Technology for an Interactive brand and digital experience agency. Partnered major companies to produce high-end interactive user experiences.*

*Partners included: FuseProject | Punchcut | GilmourCraves | Elixir Design | IDEO | Intel | Adobe Systems / O'Reilly Media | Merck Pharmaceuticals | Dr Pepper | Propane Studio | Ogilvy | Goodby, Silverstein & Partners*

*Projects included work for: Visa | hp | Kaiser Permanente | Wells Fargo | Stags Leap Winery | Four Seasons Hotels*

- ▷ Partnered with a team to develop a web-based health insurance exchange platform, enabling Kaiser Permanente's millions of users to easily access, buy, or upgrade their insurance plans.
- ▷ Built a UI for a Java based platform using SCSS, JavaScript, HTML5, Ruby, ERBs
- ▷ Created responsive websites that adhered to accessibility standards and resolved cross-browser/platform inconsistencies.
- ▷ Implemented deployment plans using Chef and Capistrano on Amazon Web Services: EC2, S3, CloudFront
- ▷ Designed Plugins and templates for WordPress to integrate with REST APIs.
- ▷ Played an integral role the technical lead directing the implementation   and maintenance of a wide-range of CMS and E-Commerce websites.
- ▷ Introduced version control using Git, created integration/deployment plans, and spearheaded the development of coding and design standards.
- ▷ Successfully maintained a Magento based retail site with over 8000 products, oversaw localization and translation, and did R&D on technologies such as PDF generation, SAML, Facebook Promotional Apps .
- ▷ Interfaced with clients during production while working with a design team to implement new designs and content.
- ▷ Facilitated a range of technical solutions, including an automated platform for online printing, interfaces for video game consoles, and a commercial stock photo library.
- ▷ Created a high volume of websites using Drupal, WordPress, Magneto, and Joomla.
- ▷ Leverage extensive expertise in ActionScript 3.0, JavaScript, and PHP to produce micro-sites, interactive kiosks for trade shows, and an online photo library.
- ▷ Skillfully designed and programed native iOS applications deployed within the App Store.

## MACROMEDIA/ADOBE SYSTEMS | San Francisco—**Flash Designer/Developer** | 2001 to 2003

*Designed, animated and implemented interactive headers for Macromedia.com and Breeze™.*

**3FEETOFFTHEGROUND** | San Francisco—**Founder/Creative Director** | 1997 to 2001

*Founded and operated a design and motion graphics firm producing visual content for trade shows, kiosks and web.*

**LANDOR ASSOCIATES** | San Francisco/Hong Kong—**Designer/Production Artist** | 1993 to 1997

*Designed and produced brand and corporate identities.*

## Teaching

**CALIFORNIA COLLEGE OF THE ARTS** | CA—**Adjunct Professor** | 2002 to 2014

*Taught interactive technologies, animation, and mobile/website development.*

- ▷ Taught undergraduates and graduates in the Graphic Design, Interior Design, and Industrial Design departments, including summer programs in San Francisco, Oakland, and Paris, France.

## Education

**Bachelor of Fine Arts, Graphic Design**, 1992 – **University of the Pacific** – Stockton, CA

Further education: **Graphic Design** – **University of Central Lancashire** – Preston, England

# Curriculum Vitae

**Gregory Cowley b. 1970, USA**
Artist/Designer/Engineer
(415) 596-4547

## Selected Exhibitions and Performances

2003

"SuperSonic", RX Gallery, San Francisco, CA, 2003

2001

"TEST: Monolith", 7hz, San Francisco, CA, (2001)

"TEST: Monolith", Exploratorium, San Francisco, CA, 2001 (February 2001)

"TEST: GEOmetrics", "GenArts", Herbst Pavilion, San Francisco, CA (November 2001)

"TEST: PENDULUM II", "TRANSCINEMA '01", The LAB, San Francisco, CA, (February 2001)

"TEST: PENDULUM II", ".binary", Portland State University, Portland, OR, (February 2001)

2000

"TEST: PENDULUM", Joypad, San Francisco, CA, (December 2000)

"TEST: Install", "E-Victed", 16th Street Studios, San Francisco, CA, (December 2000)

"TEST: PENDULUM", "TRANSCINEMA '00",  Here Art Center, New York, NY, (November 2000)

"TEST: PENDULUM", "FORMULA", SFMOMA, San Francisco, CA, (May 2000)

"TEST: Spinner", "Music for a New Mess", 7hz, San Francisco, CA, (April 2000)

1999

"TEST: Lexicon", "TRANSCINEMA '99", Blasthaus Gallery, San Francisco, CA, (December 1999)

"TEST: Capacitor", "Futurespecies", Julia Morgan Theater, Berkeley, CA, (February 1998)

"TEST: 3 Pieces", "Twilight Salon", Theater Artaud, San Francisco, CA, (July 1999)

"TEST: 3 Pieces", The LAB, San Francisco, CA, (June 1999)

"TEST: 3 Pieces", The LAB, Benefit Event, San Francisco, CA,  (June 1999)

"TEST: Firefly", "motionovertime", Dance Mission, San Francisco, CA, 1999

"TEST: motionovertime", Dance Mission, San Francisco, CA, (April 1999)

"TEST: Firefly", 5th Ave Cinema, Portland, OR, (April 1999)

"TEST: Capacitor", "Futurespecies II", SOMArts, San Francisco, CA, (September 1999)

"TEST: Firefly", 7hz/TEST: Studios, San Francisco, CA, (February 1999)

1998

"TEST: Overtime", The Justice League, San Francisco , CA , (November 1998)

"TEST: Kinesis-A Strategy of Motion", The Justice League, San Francisco , CA , (August 1998)

"TEST: Kinesis-A Strategy of Motion", 111 Minna Street Gallery, San Francisco, CA, (July 1998)

"TEST: Kinesis-A Strategy of Motion", 7hz, San Francisco, CA, (June 1998)

"TEST: Kinesis-A Strategy of Motion", Cell Space, San Francisco , CA , 1998

"TEST: 0-800 rpm", Art-Tech Silicon Valley Institute of Art and Technology, San Jose, CA, (March 1998)

1997

"TEST: 0-800 rpm", The Lab, San Francisco, CA, 1997

## Selected Collaborative Projects

2003

"Countless", Fringe Festival, San Francisco, CA, 2003

Collaborative theater/dance piece by Sara Kraft and Ed Purver in conjunction with Zoe Keating

2002

"Chronopolis", "Digital.crossover", Muffathalle, Munich, Germany, 2002

Project concept by Erik Adigard and Chris Slater.

"Chronopolis", "La Villette Numerique", La Villette, Paris, France, 2002

"Come Close", Dance Mission, San Francisco, CA, 2002

"Invisible Cities", Queen's University, Belfast, UK, 2002

## Selected Curatorial Projects

2011

"Three-Minute Picture Show", San Francisco, CA, 2011

"Three-Minute Picture Show", Portland, OR, 2011

2010

"Three-Minute Picture Show", San Francisco, CA, 2010

"Three-Minute Picture Show", Portland, OR, 2010

2004

"MPPS: The Mobile Phone Photo Show", RX Gallery, San Francisco, CA 2004

2003

"Warped and Wrapped: The changing shape of Video Art", RX Gallery, San Francisco, CA, June, 2003

"Pandemonium", RX Gallery, San Francisco, CA, Sept 18, 2003

"Supersonic", RX Gallery, San Francisco, CA, 2003

"The Art of Machines",  RX Gallery, San Francisco, CA, August 21 - October 4, 2003

2002

Transcinema Festival", The Lab, San Jose Museum of Art, SFMOMA, 111 Minna, Victoria Theater, San Francisco, CA, 2002

2001

Transcinema Festival", Curated a four day program at the Here Art Center in Soho, New York, NY, 2001

2000

Transcinema Festival", Various locations, San Francisco, CA, 2000

1999

"Music for a New Mess", 7hz, San Francisco, 1999

"Cognitive Dissident", The Lab, San Francisco, 1999

Transcinema Festival", Various locations, San Francisco, CA, 1999

## Selected Lectures, Panels, and Workshops

2005 - 2011

Led workshops in Photography Skills, Lighting for Portraiture, and HDR from my white box photography studio in San Francisco

2000

Panel discussion member Transcinema.

**2002**

Guest speaker at monthly Dorkbot meeting

**1999**

Participant speaker at Transcinema.

## Selected Bibliography

**2008**

"Mobile Phone Cultures", Gerard Goggin, UK, 2008

"Art Without Compromise", Wendy Richmond

Release Print, film arts foundation, 2008

**2007**

"Pocket Technospaces: the Bodily Incorporation of Mobile Media",  Ingrid Richardson, Journal of Media & Cultural Studies, Vol. 21, No. 2, June 2007, pp. 205–215

**2004**

"Design Culture: Meant to be Sent", Wendy Richmond, Communication Arts, Photography Annual, Aug 2004

"Time waits for everyone, now that we've all got camera phones", James Sullivan, San Francisco Chronicle , May 2004

http://www.sfgate.com/entertainment/article/Time-waits-for-everyone-now-that-we-ve-all-got-2757493.php

"Cellph Portrait / Mobile Phone Photography Show at RX Gallery", Jeanne Carstensen, SF Gate, May 28, 2004

 "Art of the cameraphone",  Pescovitz, D. , in The Feature, 3 May 2004,

http://www.thefeaturearchives.com/topic/Culture/Art\_of\_the\_Camerphone.html

"Art Exhibit Phones It In", Bill Picture, SF Examiner, 20 May 2004

"The Mobile Phone Photo Show", Picturephoning.com, 13 May 2004

http://www.textually.org/picturephoning/archives/003829.htm/

MobileMag, "The Mobile Phone Photo Show", Fabrizio Pilato,  13 May 2004

http://www.mobilemag.com/content/100/344/C2836/

"Best Art Gallery", SF Weekly, 19 May 2004

http://sfweekly.com/issues/2004-05-19/bestarts39.html

"The Mobile Phone Photo Show", Mediarosa, 18 Jun 2004

http://www.mediarosa.com/archives/2004/06/the\_mobile\_phon.html

"Immediate Art", heimatseeker.com, 04Jun2004

http://heimatseeker.com/archive/category/pretty-pixels/

**2000**

"The Webby Awards", Event Program, 2000

## Education

**1992**

Bachelor of Fine Arts, Graphic Design,, University of the Pacific, Stockton, CA

**1990 - 1991**

Graphic Design Study,, University of Central Lancashire, Preston, England

## Work Experience

**1995 - Present:**

Founded gMotion Studios, a digital agency, in San Francisco, gmotionstudios.com

A company that offers support services for design firms and advertising agencies throughout the Bay Area.

Partners include: FuseProject | Punchcut | GilmourCraves | Elixir Design | IDEO | Intel | Macromedia/Adobe Systems | O'Reilly Media | Merck Pharmaceuticals | Dr Pepper | Propane Studio | Ogilvy | Goodby, Silverstein & Partners

Projects included work for: Visa | hp | Kaiser Permanente | Wells Fargo | Stags Leap Winery | Four Seasons Hotels

**2018 - 2019**

Senior Software/UX Engineer at Voicebase, Inc in San Francisco

**2017 - 2018**

Senior Software Engineer at Rocket Layer, Inc in San Francisco, CA

**2015 - 2017**

Senior Software Engineer at Blurb, Inc. in San Francisco, CA

**2002 - 2008**

Adjunct Professor
California College of the Arts (Formerly CCAC), San Francisco
Digital Studio and Design Lecturer

**2001 - 2006**

Co-founder and Curator, Rx Gallery, San Francisco
Art and technology gallery and wine bar located in downtown San Francisco

**1994 - 2004**

Designer/Production Artist at Landor Associates in San Francisco and Hong Kong
Designed and produced brand and corporate identities.

**1997 - 2001**

Founder/Creative Director at 3FeetOffTheGround in San Francisco
Co-Founded and operated a design and motion graphics firm producing visual content for trade shows, kiosks and web.

**1998 - 2002**

Curator and Co-producer
Transcinema International Electronic Media Festival, San Francisco

**1992 - 2005**

Freelance designer and PhotoShop artist

## Teaching Experience

**2002 - 2014**

Adjunct Professor, California College of the Arts (CCA), San Francisco CA

Taught interactive technologies, animation, and mobile/website development.

Taught undergraduates and graduates in the Graphic Design, Interior Design, and Industrial Design departments, including summer programs in San Francisco, Oakland, and Paris, France.

Taught a summer course in iOS development

Taught a summer Pre-college program which gives middle and high school students the opportunity to explore new creative mediums, deepen skills in areas they already love, make new friends, add to their portfolios, and earn college credit.

**2011**

Academy of Art, School of Web Design & New Media,
Graduate class in visual design

**2012**

The Art Institutes, San Francisco
Guest lecturer in New Media

## Professional Affiliations

Member of APA

Member of AIGA

The Lab, Volunteer, Guest Event Curator

SFMOMA, Collaboration, 2002

111 Minna, Guest Event Curator

The Exploratorium, Volunteer

Zero1, Collaboration, 2002

Blasthaus, Collective Member

Recombinant Media Labs, Collaboration, 2002

Stochastic Labs, Photographer

Gray Area Foundation for the Arts, Volunteer

## Awards and Grants

2011

Faculty Travel Grant for teaching in Paris