

Melvin Rivera UX Engineer/Designer

I am currently in a hybrid role as a UX Engineer and Designer at NBC Universal. I work as an engineer on tvOS and iOS apps, but also work on UX design systems for all OTT platforms. In the past, I worked in web and print advertising in the film industry, launched my own design company, and catered to clients such as Warner Bros, Universal, MGM, Paramount, Adobe, and Apple. I've won a few awards and spoken at several conferences, including WWDC.

EXPERIENCE

Senior UX Designer - NBC Universal - New York, NY - Oct 2013 - Present

Working in a hybrid role as a UX Engineer for the news team, I am responsible for the design and prototyping of mobile and OTT apps. In my contributions as an engineer I helped re-write the tvOS app from scratch in mostly SwiftUI and developed the iOS widgets feature for the mobile app. From a design perspective I have lead product design sprints, discovery sessions and was responsible for quick prototyping ideas. Highlights: Won Best Mobile Innovation, Best Mobile App, Best Overall Design and Redesign industry Awards.

Founder - UX Designer & Developer, All Forces, New York, NY - Sept 2009 - Present

Developing my own apps from concept to final execution, releasing them under the All Forces label and creating all marketing material for it. Featured in "Tapworthy: Designing Great iPhone Apps" book and the original iPad TV commercial from Apple..

Art Director, Mammoth Advertising - New York, NY - Sep 2006 - Jun 2009

Worked in a hybrid role of design and programming on websites for film, TV, Broadway and corporate identity. Clients: MGM, Weinstein, IFC, Paramount, FOX and Lions Gate Films.

Co-founder, Mostasa Design - Los Angeles, CA - Jan 2000 - Jan 2003

Founded a media design company in the entertainment industry. I was responsible for leading the creative team, managing client relationships, writing proposals and managing a business. Clients: MGM, FOX, Warner Bros., Sony, MTV and Adobe. Won several industry awards.

Art Director, MGM - Los Angeles, CA - Jan 1997 - Jan 2000

Designed movie posters and outdoor marketing campaigns for all of MGM theatrical films including James Bond. Transitioned into websites for all theatrical film releases. Responsibilities: designing, programming, writing proposals and overseeing photo shoots.

Art Director, Dawn Patrol - Los Angeles, CA - Jan 1995 - Jan 1997

Designed marketing campaigns for films including posters, billboards, ads, DVD and games packaging. Clients: Columbia/Tristar, MGM, Sony and FOX.

EDUCATION

Otis College of Art and Design, Los Angeles CA — Graphic Design, Aug 1992 - Jan 1995

SKILLS

SwiftUI/Swift/Obj-C, PHP, JS, CSS, HTML, Adobe CC, Figma, Sketch, Animation

REFERENCES

Shezad Morani - Product Design Manager, Facebook, +1 (206) 799-9991
Kevin Lim - Director of Engineering, NBC Universal, +1(206) 294-1433