

Lamberto "Berto" Alvaro, Jr.

User Experience & Product Design

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<http://www.bertoalvaro.com>

SKILLS & TOOLS

- Product Design
- User Experience
- Behavioral Design
- Lean Methodologies
- Job Stories
- User Stories
- Personas
- Character Development
- Task Flow
- User Interface Design
- Wireframes
- Information Architecture
- Branding/Logo Design
- Information Design
- Graphic Design
- Writing (Copy/Tech)
- Analytics
- A/B Testing
- Prototyping
- HTML/CSS
- Photoshop
- Illustrator
- InDesign
- Flash
- Fireworks
- Bootstrap
- Foundation

EXPERIENCE

Social Pandas (San Francisco, CA)

SOCIAL SALES APP

Interaction Designer (Oct 2013 - Apr 2014)

- Increased app usage and engagement through behavioral design

Zynga, Inc (San Francisco, CA)

SOCIAL GAMES, ONLINE POKER

Lead User Experience Designer (Feb 2008 - Jun 2013)

Acting Art Director for Zynga Poker (June 2010 - June 2012)

- US Patent 8,360,873 - Combining Games Based on Levels of Interactivity
- US Patent 8,545,330 - Contextual In-Game Messaging System
- US Patent 8,585,506 - Integration of Multiple Games
- Development of social, gaming and revenue/monetization mechanics
- Awards: Best Designer, Company Rockstar, Team Rockstar
- Design of features that grew Zynga Poker from 100K to 8 million daily active users

BuzzLogic (San Francisco, CA)

BLOGGER METRICS APP

User Interface Architect (Jul 2007 - Jan 2008)

MediaZone (San Carlos, CA)

INTERNET TELEVISION BROADCASTING: SPORTS, FOREIGN TELEVISION

Senior User Interface Designer & Information Architect (Jan 2007 - Jul 2007)

CAM Systems/Broadway Systems (Saratoga, CA)

CABLE ADVERTISING SALES AND TRAFFIC MANAGEMENT SOFTWARE

User Interface Designer (Dec 2001 - Dec 2006)

IQ Commerce (SF/Saratoga, CA)

ONLINE MARKETING AUTOMATION

*Senior Visual Designer (Mar 2001 - Nov 2001)***RareFire Technologies (Cupertino, CA)**

WEB DEVELOPMENT, EARLY STAGE START-UP

*Director of Creative Services, (Apr 2000 - Mar 2001)***3Com-Carrier Division (Mount Prospect, IL)**

TELCO AND SERVICE PROVIDER HARDWARE

Web Technologist, (Oct 1998 - Mar 2000)

- Best Practices Award from ISO Certification Team

Hines Creative (Arlington Heights, IL)

DESIGN AGENCY

*Graphic Designer, (Jan 1998 - Oct 1998)***Megamedia Games (Fremont, CA)**

COMPUTER GAME DEVELOPMENT AND PUBLISHING

*Graphic Designer/Development Support Manager (Dec 1996 - Dec 1997)***Academy of Art College (San Francisco, CA)***Video Lab Technician, Graphic Arts Software Tutor (Jun 1996 - Oct 1996)***San Jose State University CADRE Institute (San Jose, CA)***Teachers Assistant, HTML and Adobe Premiere Lecturer (Aug 1995 - May 1997)***EDUCATION****San Jose State University: CADRE Institute - Computers in Art, Design, Research, Education***B.A. Art - General Studio Practice with focus on Computers in Art*