

# Gustavo Szuchman

USER EXPERIENCE / USER INTERFACE

Talented and motivated User Experience Designer.

Out of the Box thinker, Expert converting **complex enterprise** projects to a simple elegant/engaging user interface.

Focus on **User First approach**, Present complex information in a clear and understandable way to help users in getting **“things done”** in a straightforward and easy way.

Well versed in emerging trends, Interactive, mobile, user experience, analytic and overall web solutions.

Expert on translating business needs into design priorities.

**“The missing link between business analysts and development teams”**

## SKILLS / STRENGTHS

- Out of the Box Thinker
- UX / UI design
- Detailed oriented, hands-on and “roll-up-the-sleeves” individual
- Enterprise Complex Projects
- Agency / Corporate Environment
- Works with Global teams
- Positive, Self-Managed , Self-motivated.....
- Pixel perfect enthusiastic!!

## EXPERIENCE

**AIG USA**  
2008 - today

**Senior UX/UI**

*AIG technology group*

Design and define all Claim & Risk Desktop and Mobile solutions across the globe

**Seiko USA**  
2007 - 2008

**Art Director / UI Designer & Usability Consultant**

*Interactive Department at Seiko USA*

Complete overhaul design, From concepts to wireframes, designs and HTML / CSS implementation.

**Zweave Inc**  
2000 - 2007

**Sr. Information Architect/ Interface Designer**

*Department of Defence contractor*

Design and define PLM Applications on Department of Defence projects

**Brainy Brawn**  
1999 - 2000

**Art Director / Web User Interface Designer**

*Health and Wellness Startup -*

Managed the creative department

**Yard Production**  
1996 - 1999

**Art Director**

*An Interactive Agency*

Managed the creative department

**Freelance**  
All year long

Over the years worked on many consulting projects, creating concepts for various companies and start-ups

## EDUCATION

**Wizo Haifa BA**  
Israel / 1991 - 1994

**Art Director**

**Technion**  
Israel / 1984 - 1986

**Associate's Degree, Electronic Engineering**

**Certification:**  
**Anthro Design**  
U.S Airforce / 2007

**Anthropology design certification**

**Business Analytics**  
Wharton PA / 2010

**From Data To Insights certification**

**Citizen:**  
U.S.A , Israel, Argentina

**Language:**  
Hebrew , English, Spanish

**Gszuchman@gmail.com**

# "MYAIG" NEW REDESIGN SYSTEM

Commercial Insurance application

P1

**TOTAL CLAIMS**  
12.8K

- Lost Time 3.2K
- Medical Only 0.6K

**TOTAL LOSS**  
\$216.6M

- Lost Time \$201.9M
- Medical Only \$14.79M

| Year         | Claims    | Loss           |
|--------------|-----------|----------------|
| 2013         | \$1K      | \$17.3M        |
| 2014         | \$889     | \$14.6M        |
| 2015         | \$749     | \$12.5M        |
| 2016         | \$672     | \$14.6M        |
| <b>Total</b> | <b>4K</b> | <b>\$64.3M</b> |

**TOTAL OPPORTUNITY**  
\$41.4M

- 5160 - Elevator Servicing \$11M
- 3724 - Pump Install \$5M
- 3620 - Boilermaking - Shij... \$4.3M
- 5183 - Plumber \$3.7M
- All Others \$17.4M

**Opportunity for 2017**  
\$1.2M

If you had performed at industry average levels across these NCCI codes

[View Details](#)

**By Top Injury, Cause, Body Part and Keyword**

| Strain                           | Strain or Injury By            | Lower Arm                       | "pain"                         |
|----------------------------------|--------------------------------|---------------------------------|--------------------------------|
| Claims: 4.5K, Avg. Loss: \$16.5K | Claims: 4K, Avg. Loss: \$20.2K | Claims: 1.2K, Avg. Loss: \$4.8K | Claims: 1.8K, Avg. Loss: \$15K |

[View Details](#)

**By Litigation**

% of Claims: 0.0

% of Total Loss: \$0

**By Repeated Claimants**

% of Claims: 0.0

**Summary** | Inforce Premium: \$2,388,970 | Expiring Premium: \$845,874 | Total Loss: \$1,345,874

**Policies**

| POLICY NO. | EFFECTIVE DATE | EXPIRY DATE | PREMIUM         |
|------------|----------------|-------------|-----------------|
| AI         |                |             | \$1,000,000,498 |
|            |                |             | \$13,864,000    |

**8** policies

**3243844** total

**Claim 8752146704US-001 US**

**Claim Snapshot**

| Date of Loss | Policy Number | Effective Date | Expiry Date  |
|--------------|---------------|----------------|--------------|
| Nov 1, 2014  | 01018211      | Feb 1, 2014    | Nov 30, 2014 |

**Overall Claim Summary**

**Overall Financial Summary**

**Notes History**

**Document History**

**Features**

**myAIG** | Summary | Benchmark | Injury / Cause | Other Loss Drivers

**Top Areas of Opportunity**

Areas of Opportunity are the areas (i.e. NCCI, State, Year) where you could have potential savings if they are able to perform at benchmark level. Potential Opportunities are calculated by looking at the difference between your frequency and the industry average (benchmark) multiplied by an expected severity. The Potential Opportunities are not a guarantee; the savings represent what could have been saved if the client had managed its risks in a particular state-occupation to be at the same frequency level as the benchmark.

**Policy Years 2013 - 2017**

**2017**  
Here's what you could have saved: \$9.4M TOTAL

- 5160 - Elevator Servicing... \$501.4K
- 3724 - Pump Install... \$178.2K
- 3826 - Aircraft Engine M... \$134.6K
- 3685 - Instrument M... \$109.1K
- All Others \$313.6K

**2016**  
\$1.8M TOTAL

- 5160 - Elevator Servicing... \$597.1K
- 3724 - Pump Install... \$286.3K
- 3169 - Stove M... \$278.9K
- 8810 - Clerical Office/Work... \$112.6K
- All Others \$557.4K

**2015**  
\$2.3M TOTAL

- 5160 - Elevator Servicing... \$657.5K
- 3724 - Pump Install... \$416K
- 4940 - Soda Fountain M... \$278.8K
- 5183 - Plumb... \$245.8K
- All Others \$723.9K

**2014**  
\$2.3M TOTAL

- 4940 - Soda Fountain M... \$529.2K

**2013**  
\$1.7M TOTAL

- 3612 - Engine M... \$276.5K

**Potential opportunities over last policy years**



**myAIG** | Summary | Benchmark | Injury / Cause | Other Loss Drivers

**Payroll** | Frequency | Severity

**2017** | 2016 | 2015 | 2014 | 2013

Severity is defined as incurred losses divided by the number of claims. All views are based on reported losses only. No loss development has been incorporated.

**All Regions**  
Number of Power Units: 4,058

Map showing power unit distribution by region with a color scale from Low to High.

**Total Incurred**  
\$1,864,498

**Outstanding**  
\$372,900



# "EDDY" HYDROPONIC SYSTEM - STARTUP

Define Usertypes

## GROWER MILLENNIALS



|             |   |
|-------------|---|
| Age         | 19-36   |
| Demographic | Day to day person, Mom & pop, Student   |
| Needs       | Grow a plant, having fun, likes nature and have hobbies, globalization, social responsibilities |
| Motivations | like to experiment, help society, open to try new things  |
| Share Info  | Share experiance and Info   |
| Expertise   | Maybe   |
| Technology  | Mobile  |
| UX Goal     | Simple, Fun   |
| Cost        | Free  |

## DATA USER RESEARCHER



|             |  |
|-------------|--|
| Age         | 20-60  |
| Demographic | Hydro Farmer, Small business                                       |
| Needs       | Manage several Gardens, Load recepies, learn from what others grow |
| Motivations | Grow plants for living, skeptical                                  |
| Share Info  | Like to experiment, help society, Share & Sales recepies Expert    |
| Expertise   | Expert   |
| Technology  | Mobile & PC  |
| UX Goal     | Efficient, Accurate  |
| Cost        | Paid subscription  |

## EXPERT A HYDROPONIC FAN



|             |   |
|-------------|---|
| Age         | 20-45   |
| Demographic | Environmentalism, High tech, organic person, Hydroponic Colleges, |
| Needs       | Grow a plant/ multiple, having fun, part of lifestyle             |
| Motivations | like to experiment, help society, open to try                     |
| Share Info  | Share experiance and Info   |
| Expertise   | Knowledgeable   |
| Technology  | Mobile & PC   |
| UX Goal     | Simple, Fun   |
| Cost        | Basic Cost  |

## EDDY GURU EDITOR OF CONTENT



|             |   |
|-------------|---|
| Age         | 20-60   |
| Demographic | Hydro Farmer  |
| Needs       | Grow a plant/ multiple, who contributes to the flux community, share information, creat recepies, |
| Motivations | Support the Eddy community  |
| Share Info  | Support the Eddy community  |
| Expertise   | Expert  |
| Technology  | Mobile & PC   |
| UX Goal     | Expert Tools  |
| Cost        | Employee  |

## PRO GROWER MILLENNIALS

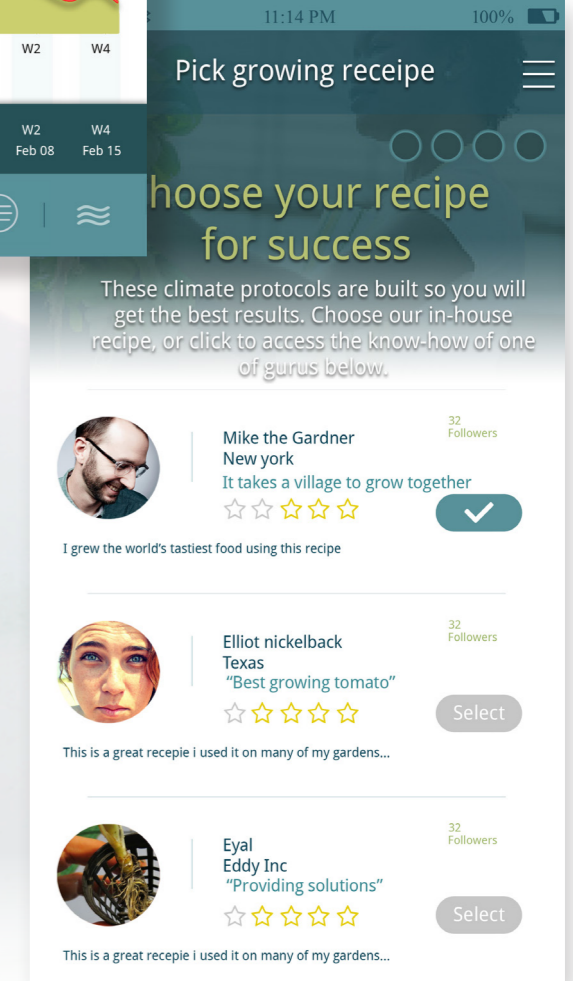
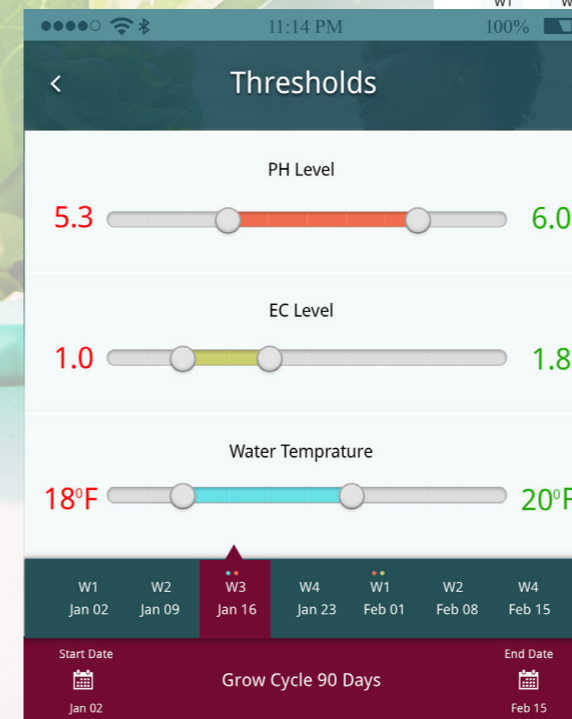
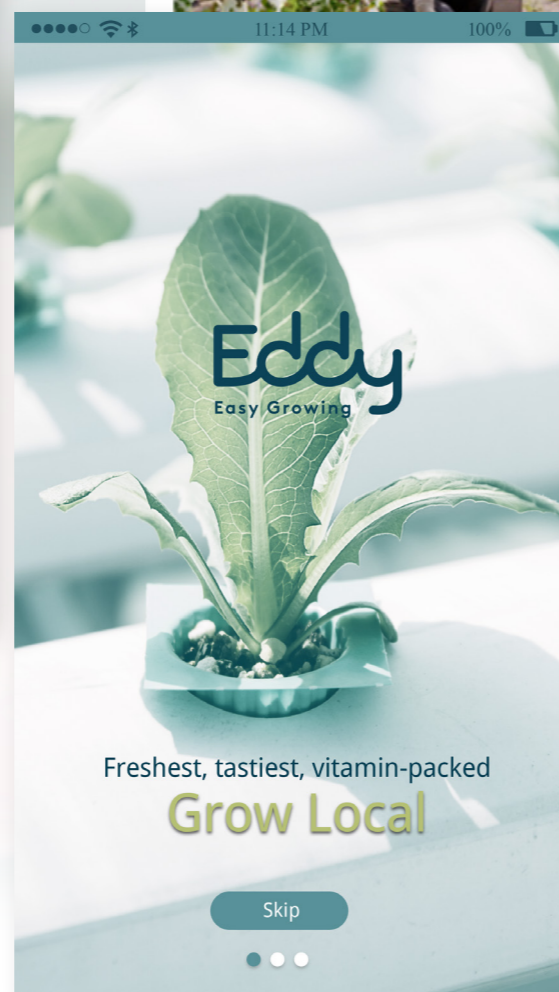
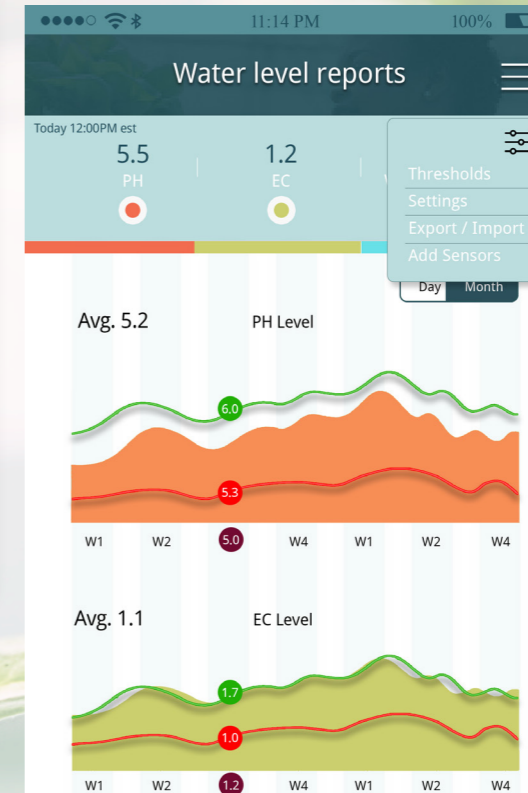
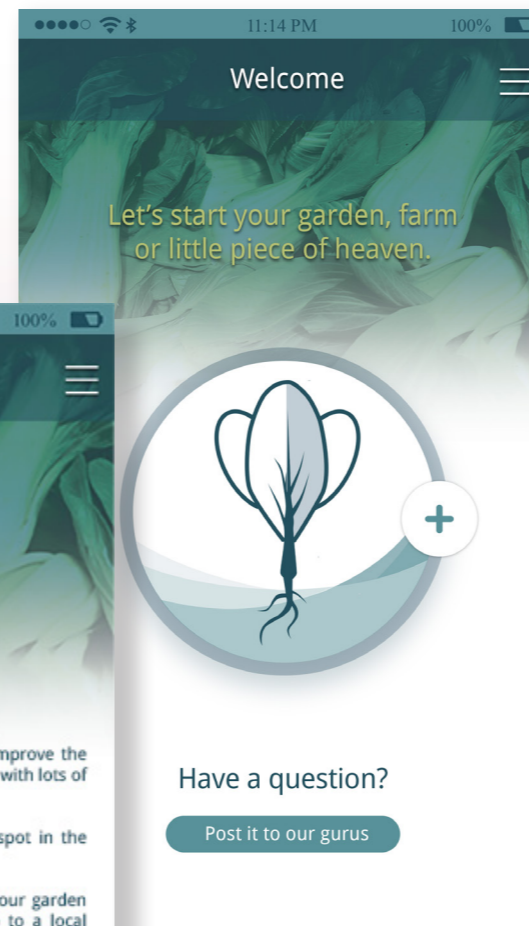
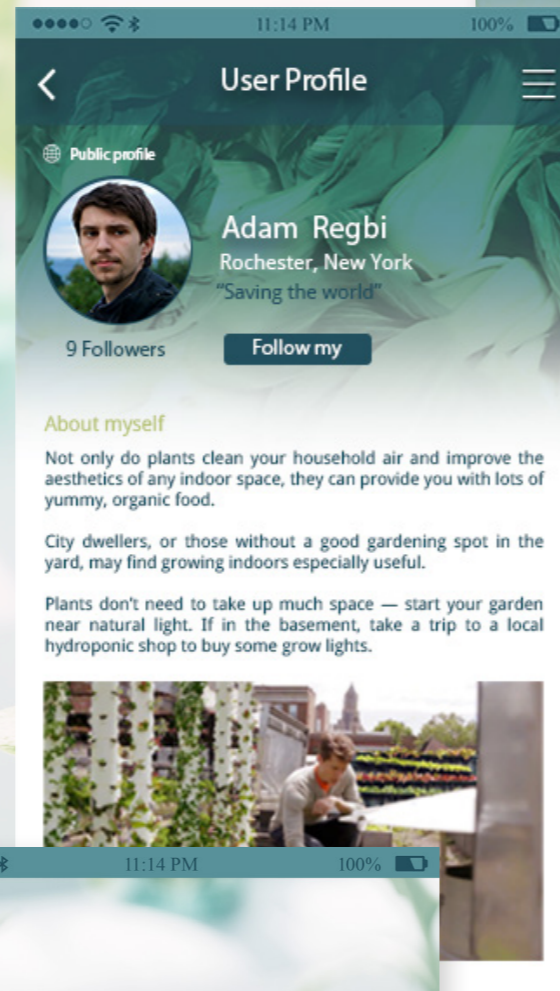


|             |  |
|-------------|--|
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| Expertise   | Expert   |
| Technology  | Mobile & PC  |
| UX Goal     | Efficient, Accurate  |
| Cost        | Paid subscription  |

# "EDDY" HYDROPONIC SYSTEM - STARTUP

Design Mobile app

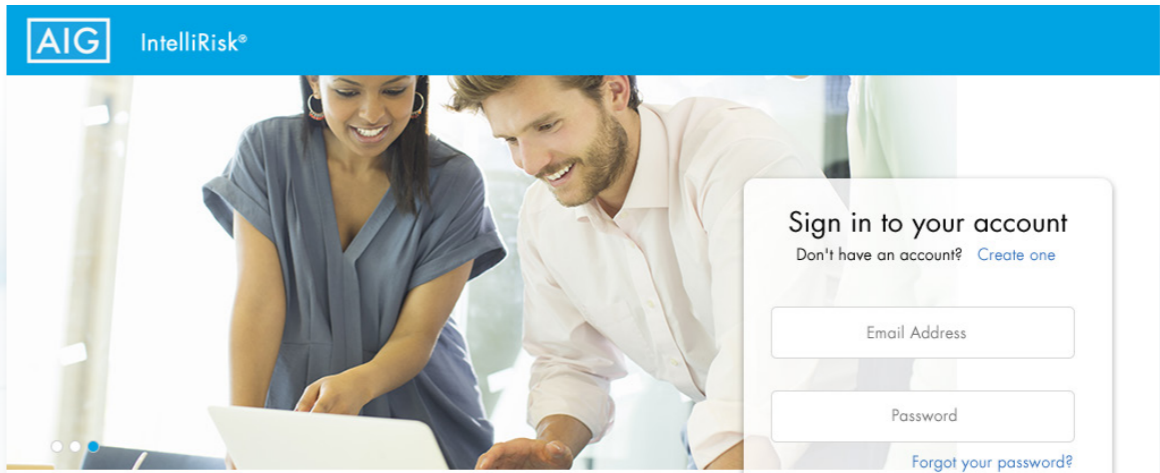
P2



# "INTELLIRISK" NEW REDESIGN SYSTEM

New and improve user based dashboard, highlighting key components of claim analysis

P3



Sign in to your account  
Don't have an account? [Create one](#)

Email Address

Password

[Forgot your password?](#)

[Sign In](#)

- IntelliRisk
- Advanced data exploration through intuitive textual searches
  - Control costs and manage the claim lifecycle

**IntelliRisk®** Sign Out

Dashboard / Summary You are working on: 123456789\_ASDFGHJKL... Edit Data as of: 12/12/2015

Filter Selection: Clear

Region: Americas  
Country: ALL  
Calendar: Month  
LOB: All

New Claims

| FINANCIALS    | Paid                  | Reserve     |
|---------------|-----------------------|-------------|
| IND/BI        | \$561,021.88          | \$0.00      |
| MED/PD        | \$432,592.79          | \$11,647.76 |
| ALLOC EXPENSE | \$116,941.49          | \$392.50    |
| SUB TOTAL     | \$1,110,556.16        | \$12,040.26 |
| Recoveries    |                       |             |
| SALVAGE       |                       | \$0.00      |
| SUBROGATION   | (\$22,647.76)         |             |
| OTHER         | (\$3,392.50)          |             |
| SUB TOTAL     | (\$26,040.26)         |             |
| <b>TOTAL</b>  | <b>\$1,096,104.32</b> |             |

**OPEN CLAIMS BY CAUSE**

CLAIMS BY YEAR

| Policy Year | Open | Closed | Incurred     |
|-------------|------|--------|--------------|
| 2010        | 36   | 119    | \$202,977.90 |
| 2011        | 45   | 230    | \$777,939.11 |
| 2012        | 67   | 150    | \$202,939.23 |
| 2013        | 78   | 87     | \$111,939.92 |
| 2014        | 90   | 45     | \$274,769.92 |

Top Claims

**IntelliRisk®** Sign Out

Dashboard / Summary

Filter Selection: Clear

Region: Americas  
Country: ALL  
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New Claims

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Top Claims

**IntelliRisk®** Sign Out

Information Center

Business Insurance 04/11/2015  
Advison 04/11/2015  
OSHA FAQ's 04/11/2015  
Risk Insurance 04/11/2015  
Industry 04/11/2015

Online Resources

- AIG Multinational Website
- AIG Knowledge Exchange
- AIG Multinational Program design
- AIG Videos
- AIG Multinational Program Design Tool

**IntelliRisk®** Sign Out

Claim Details

Policy Number: 000248999  
Policy Year: 2014  
Insured Name: Bank of America  
Claim Status: Closed  
Report Date: 01/08/2014  
Closed Date: 01/08/2014  
Accident Type: 4.05 per FST  
Total Amount: \$2,891.00

| Industry            | Paid              | Reserve           | Recoveries                         |
|---------------------|-------------------|-------------------|------------------------------------|
| Industry            | \$1,000.00        | \$1,000.00        | \$1,000.00                         |
| Medical             | \$1,000.00        | \$1,000.00        | \$1,000.00                         |
| Expense             | \$4,790.00        | \$320.00          | Other Recoveries \$320.00          |
| <b>Total Amount</b> | <b>\$6,790.00</b> | <b>\$1,320.00</b> | <b>Total Recoveries \$1,320.00</b> |

**IntelliRisk®** Sign Out

Dashboard / Map You are working on: 123456789\_ASDFGHJKL... Edit Data as of: 12/12/2015

OPEN | CLOSED | PAID | INCURRED

Top Injuries by Claims Count

Viewing Top 5 Claims from highest to lowest by "Claims Count"

Highlight: Claims Average Loss Both

Claims (#) Average Loss (\$K)

- Non Litigated (Blue)
- Litigated (Cyan)

| Injury Cause   | Non Litigated (#) | Litigated (#) | Avg Loss (\$K) |
|----------------|-------------------|---------------|----------------|
| Strain         | 49                | 31            | \$300K         |
| Cut, Puncture  | 40                | 25            | \$700K         |
| Fall, Slip     | 26                | 15            | \$1M           |
| Struck         | 15                | 25            | \$650K         |
| Foreign Matter | 10                | 12            | \$150K         |

**IntelliRisk®** Sign Out

Dashboard / Map You are working on: 123456789\_ASDFGHJKL... Edit Data as of: 12/12/2015

OPEN | CLOSED | PAID | INCURRED

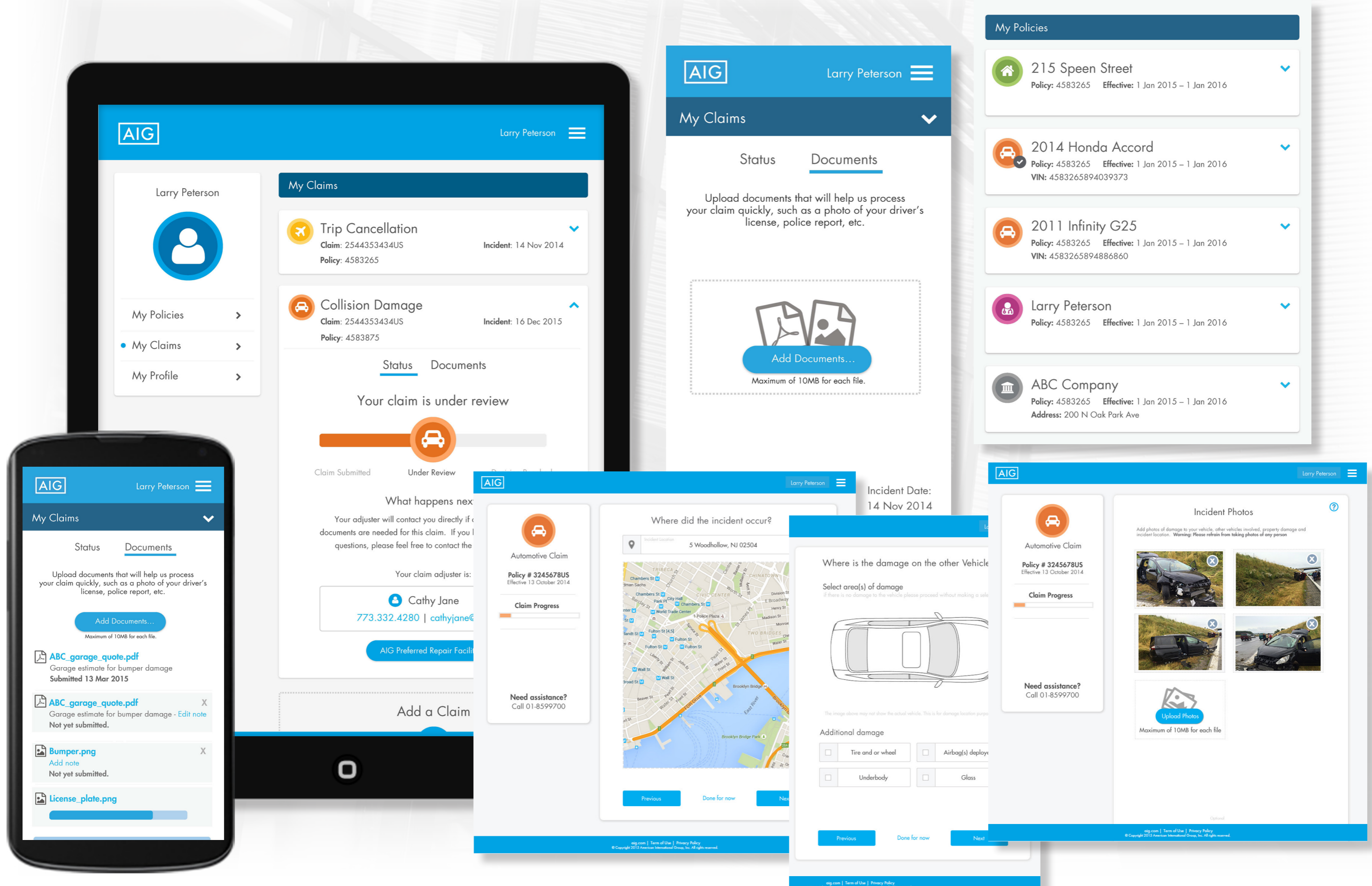
Viewing claims for

All Injuries  
All Causes

Claims: 684  
Avg. Loss: \$7,740  
Number of claims

# "AIG GO" NEW REDESIGN SYSTEM

Consumer application for filing and managing claims



# TRAVELGUARD

Consumer Portal for travel insurance

P5

**AIG** Dashboard Sign Out

**STEP 1 Claim Information**

**STEP 2 Expenses**

**STEP 3 Summary**

**\$850**  
NET CLAIMED EXPENSES

Gold Policy #345241  
Effective 13 October 2014

Trip to Milwaukee, WI  
Oct 14 - 22, 2014

Need Emergency Help?  
If you need immediate emergency travel assistance, please contact AIG Travel Assistance at 1-800-826-4919

Your claim has been created.

**Claim 3234265**

AIG Adjuster: **Cathy Jane**  
773.377.5585 cjane@aig.com

**Next Steps:**  
You will be contacted within the next 24 hours. In the meantime, please review and begin this list of required documents.

- Airline Ticket Authorization**  
This form is necessary in order for AIG to obtain information from the medical provider.
- Authorization of Release of Medical Information**  
This form is necessary in order for AIG to obtain information from the medical provider.
- Medical Certificate Claim Form**  
This form is necessary in order for AIG to obtain information from the medical provider.
- Proof of Airline Payment (\$1000)**  
invoices, tickets, credit card/bank statements or canceled checks showing payment made.
- Proof of Other Payment (\$250)**  
invoices, tickets, credit card/bank statements or canceled checks showing payment made.
- Proof of Claimed Refund (\$100)**  
invoices, tickets, credit card/bank statements or canceled checks showing payment made.
- Proof of Trip Detail**  
invoices, tickets, credit card/bank statements or canceled checks showing payment made.

**AIG**

Claim Status  
Check the status of your claim online at your convenience, 24/7.

Sign In Create Account

aig.com | Terms of Use | Privacy Policy  
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**AIG** Dashboard Sign Out

**Trip Cancellation Claim 3234265**

Claim Status Documents Claim Summary Messages

Your AIG Adjuster  
**Cathy Jane**  
Direct: 773.377.5585

For general questions call: 1.800.826.4919  
M-F 7am - 7pm CST

Gold Policy #345241  
Effective 13 October 2014

Trip to Milwaukee, WI  
Oct 14 - 22, 2014

**Required Documents**  
It's simple, complete these documents online by using DocuSign or download and send to your adjuster via email, fax, or snail-mail.

- Airline Ticket Authorization**  
This form is necessary in order for AIG to obtain information from the medical provider.  
E-sign this document via DocuSign right now. e-Sign
- Authorization of Release of Medical Information**  
This form is necessary in order for AIG to obtain information from the medical provider.  
E-sign this document via DocuSign right now. e-Sign
- Medical Certificate Claim Form**  
This form is necessary in order for AIG to obtain information from the medical provider.  
E-sign this document via DocuSign right now. e-Sign
- Proof of Trip Payment & Refund**  
Invoices, tickets, credit card/bank statements or canceled check showing each payment made.
  - Proof of Airline Payment (\$1000)** Upload
  - Proof of Other Payment (\$100)** Upload

**AIG** Larry Peterson

Claim Details \$0 net claimed expenses

Expenses Summary Documents

Gold Policy #976345643  
Effective 13 October 2014

Trip to Milwaukee, WI  
26 Dec 2014 - 2 Jan 2015

Need Emergency Help?  
If you need immediate emergency travel assistance, please contact AIG Travel Assistance at 1-800-826-4919

I damaged a rental car

When were you scheduled to depart?  
Departure Date

Previous Done for now Next

**AIG** Larry Peterson

Trip Cancellation 003234265  
**Claim Status**

Claim Created Documents Received Review Complete Decision Reached

**Claim Approved**  
Status as of 10 Oct 2014

**What Happens Next?**  
Your claim has been approved and payment will be delivered via your preferred method. Please allow [12] business days for receipt.  
Thank you for your online submission.

**AIG** Dashboard Sign Out

**Trip Cancellation Claim 3234265**

Claim Status Documents Claim Summary Messages

Your AIG Adjuster  
**Cathy Jane**  
Direct: 773.377.5585

For general questions call: 1.800.826.4919  
M-F 7am - 7pm CST

Gold Policy #345241  
Effective 13 October 2014

Trip to Milwaukee, WI  
Oct 14 - 22, 2014

**Documents Complete: Claim Under Review**  
Status as of 10 Nov 2014

**Next Steps:**  
Please allow us 48 hours to review the submitted documents. Your adjuster will contact you directly for any additional information as needed.

Dashboard Sign Out

Travel Insurance

Get a Quote

All Products

Customer Service

Why Travel Insurance?

Travel News

About Us

AGENT LINK  
Enter Arc #

CONNECT WITH US  
f p t i

Not a resident of the United States?

**Why are you filing a claim?**

I'm canceling a trip.

or

My trip was interrupted or delayed

My bags were lost or delayed

I had a medical issue on the trip

I damaged a rental car

When were you scheduled to depart?

# SEIKO USA

Seiko commercial applications

SEIKO CLOCKS

COLLECTION | CLOCK SEARCH | WISH LIST | FIND A RETAILER

SEIKO WATCHES | PULSAR WATCHES

Over a century of excellence.

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Collection | Technology | Basics | Watch finder

PULSAR  
What releases your style

TECH GEAR

CRYSTAL COLLECTION

double time

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PULSAR WATCHES

Authorized retailer | Privacy statement | Wish list | FAQ | Terms of use | Contact PULSAR

Pulsar • Clocks • Spring Drive

SEIKO

WATCH GALLERY | WHAT'S NEW | HERITAGE | WATCH SUPPORT | INSIDE SEIKO

**Sportura**

IRRESISTIBLE SELF-EXPRESSION FOR MEN AND WOMEN.  
WITH THE STYLES, FEATURES AND TECHNOLOGY THAT SET THEM, AND THOSE WHO WEAR THEM, APART. IS IT YOU?

SEIKO

> FALL PREVIEW

COUTURA | SPORTURA | DIAMONDS | TECHNOLOGY

**Sportura**

ME.

THIS IS SPORTURA  
WHEN EVERYTHING COMES TOGETHER PERFECTLY, THE DRIVE SAID TO BE "IN THE ZONE." SPORTURA EXEMPLIFIES THAT IT DELIVERS THE EXTRA MEASURE OF STYLE AND PERFORMANCE.

\* Selections may vary by retailer

WISH LIST | CONFLICT FREE DIAMOND

FALL 2007 PREVIEW  
EXCLUSIVELY FOR SEIKO ELITE CLUB MEMBERS

**Sportura**

SEIKO

WATCH GALLERY | WHAT'S NEW | WATCH REGISTRATION | HERITAGE

VELATURA | MEN'S

VIEW MODELS

MEN

- New Watches
- Kinetic Direct Drive
- Yachting Timer
- Alarm Chronograph
- View All

LADIES

- Diamonds

NEW

SNAA91

NEW

SNAA92

NEW

SRH001

NEW

SRH005

BACK | 1 - 4 / 6 MODELS | PREV | NEXT

AUTHORIZED RETAILER | PRIVACY STATEMENT | CONTACT SEIKO | WISH LIST | STORE LOCATOR | FAQ

SEIKO

> FALL PREVIEW

COUTURA | SPORTURA | DIAMONDS | TECHNOLOGY

FALL 2007 PREVIEW  
EXCLUSIVELY FOR SEIKO ELITE CLUB MEMBERS

**Sportura**

\* Selections may vary by retailer

CONFLICT FREE DIAMONDS | AUTHORIZED RETAILER | SEIKOUSA

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