

EXPERIENCE

14 years in graphic design (print, web, software, animation)

5 years in an art director/managerial role

SKILLS

Deep interdisciplinary design knowledge, including user experience, information architecture and design, motion design, interface design, hierarchical composition, color theory, and typography.

Expert in Photoshop, InDesign, Illustrator, Flash, Dreamweaver, Acrobat, XHTML, CSS. Proficient with JavaScript, ActionScript.

Creative problem-solver, quick learner, and expert communicator. Highly organized and passionately self-motivated.

SELECTED EMPLOYMENT

Viridian City Media **Principal** **March 2003 – present**

- Designed original logos, corporate identities, book covers and interiors, flyers, web sites, and iPhone content. Incorporated JQuery, PHP, and MySQL. Utilized assorted CMS platforms. Created digital illustrations and Flash animations.
- Prototyped user interfaces for web-based software tools and mobile devices. Consulted on information architecture and user experience. Integrated usability test data into approach. Evaluated content and wrote copy for improved SEO.
- Worked solo, in collaboration, and directed small teams; clients ranged from sole proprietors to Fortune 100 companies.

ING DIRECT / ShareBuilder **Art Director** **February 2006 – October 2008**

- Developed and maintained a unified, relevant, and unique identity for Small Business division materials while evoking the ING DIRECT brand. Translated marketing objectives into creative strategies.
- Directed all creative projects from initial concept through final production. Estimated project timelines and scheduled deliverables. Communicated effectively with development, marketing, and product management representatives.
- Trained, directed, and evaluated junior designers in all aspects of design and production, and mentored skill and career development. Managed staff and freelance resources.
- Designed and produced comprehensive marketing sites, including information architecture and user experience. Concepted and created original illustrations and animations. Designed print marketing collateral and trade show displays.
- Collaborated with internal clients to develop concise and directed marketing copy; provided detailed editing and proofreading for all marketing materials.
- Researched and documented standards for design and code across current browsers, platforms, and email clients. Studied best practices for lead conversion and incorporated learning into new designs, contributing to increased product sales. Initiated adoption of technology improvements such as tracking analysis and site search.

Trusted Media Networks **Senior Designer** **July 2003 – June 2004**

- Provided all web and print design needs for software start-up., including trade show collateral, company web site, and interactive technology demos. Collaborated to produce crossplatform scripted media players. Improved usability of Windows-based software client with detailed evaluation and feedback.

The Cobalt Group **Art Director** **March 1999 – November 2000**

- Managed teams of up to eight people to create extensive Flash-based training sites and demos. Mentored junior designers in all aspects of design, code, and production.
- Directed design and implementation of web sites for Saab, Subaru, Volkswagen, and other clients; led initial implementation of template product. Responsible for project estimates, client consultations, team scheduling, and design deliverables.