

overview:

Design for digital interaction since 1992, creating visual interface, information and interaction design, online advertising, corporate identity and creative vision for clients from Fortune 500's to technology start-ups, in vertical markets from automotive and financial to healthcare and telecom.

- more than 15 years UI design experience for all media
- innovator in UI design and IA solutions
- translates client ideas into workable UI solutions
- expert in application of UI/UX standards
- collaborator with excellent team-building skills

employment experience:**Freelance Art Director/Interaction Designer**

San Francisco, Los Angeles, Manhattan [1996 - current]

Various agencies and companies, including **Agency.com, Arnold Worldwide, atmosphere bbdo, Blue Marble/ACG, EVB, Grey Interactive, Hanft-Raboy, MVBMS Interactive/Euro RSCG, Ogilvy Interactive, Stein-Rogan** and **United Online** in addition to direct clients.

Clients include: **Ameritrade, AOL, Ask Jeeves, Cadillac, Clairol, Closer Communications, CMC Markets, Dell Computers, Fidelity, General Motors, Hyphen-Health, Juno, LeapFrog, Marvel Comics, NetZero, Proctor & Gamble brands, QualityHealth.com, Sprint, Volvo**

- Worked with firms to establish an internet applications and strategy appropriate to their brand and user base
- Conceived and designed overall visual style, navigation and information architecture, online ad campaigns and collateral design
- Directed and consulted with team of designers, information architects, copywriters and programmers for all media
- Creative and technical input at all levels, from initial client consultation through design and testing to launch of final product

Interface/Interaction Designer

Organic, Manhattan [2006]

Client: **American Express [b2c and b2b e-commerce portals]**

- Conceived and designed interface visual style, navigation and information architecture for a complete redesign of American Express' online shopping portal to create a "best of breed" experience for Cardmembers.

Organic, Inc. con't:

- Participated in developing competitive analysis, use case scenarios, user testing and focus groups, design of html/flash user testing demo, implementing user group and stakeholder feedback
- Directed and consulted with team of designers, information architects and programmers to realize AJAX heavy interface designs for all sections of a large, multiple merchant e-commerce platform

Interface Designer

Smart Design USA, Manhattan [2005]

client: Cisco Systems

- Conceived and designed interface visual style, interaction design and information architecture for JAVA-based Virtual Server Management software to be bundled with Cisco's newest routers (industrial design by SmartDesign USA)
- Worked with and consulted for team of front and back-end programmers to implement designs in JAVA environment and develop user interactivity strategies

Art Director/Information Architect

Colspace Corporation, Manhattan [2003 - 2005]

Clients Include: **Apple, BMW, McDonalds, Neoware, Nissan, OMD, PHD Media, Richemont, Shared Insights, Staples**

- Conceived and designed overall visual style, user-centric navigation and information architecture for web-based collaboration software, and all company's primary and secondary software products
- Conceived and designed corporate branding, corporate logo, product suite logos and all corporate collateral, including print and interactive design
- Worked with nascent companies and established Fortune 500 firms to build multi-user intranets and extranets using custom designed software
- Worked with and consulted for team of front and back-end programmers to implement designs in ASP/.NET environment and develop user interactivity strategies and test usability

Senior Art Director/Information Architect

environments.com, Manhattan [1999 - 2001]

Clients Include: **egomonic, JPMorganChase, Latina Magazine, nano, NoFee.com, orientation.com, UPOC, Solspark, Vote.com**

- Worked with nascent companies to establish an overall brand identity appropriate to their company
- Worked with established Fortune 500 firms to establish an internet identity appropriate to their brand.
- Conceived and designed overall visual style including logo and brand ID, interactive navigation and information architecture
- Directed teams of designers and programmers for all media.
- Researched, tested and recommended technical approaches and development software.
- Creative and technical input at all levels, from initial client consultation to final product.

education:**The School of the Art Institute of Chicago***Bachelor of Fine Arts, May 1995*

Specializing in computer animation, digital imaging, multimedia design, digital sound, holography, and lighting and electronics.

Awarded 1995 *Ryerson Fellowship*, the top honor for a BFA graduate.

Adjunct Professor, Digital Animation

Katherine Gibbs School, Manhattan [2003 - 2004]

- Teaching 3D animation and compositing for video, multimedia, gaming and the internet
- Working with other teachers and senior staff to improve course offerings and curriculum for future students

software experience:

Adobe CS2, CS3 Studio (Acrobat, Photoshop, ImageReady, Illustrator, Indesign, Flash), Microsoft Office X (Word, Powerpoint, Excel), OmniGraffle Pro, Visio Pro, Macromedia Director, After Effects, Final Cut Pro, Commotion DV, Discreet Logic's effect*, edit* and paint*, flame*, flint* Lightwave, Cinema 4D XL, Softimage DS, Maya, 3DStudioMAX, Quake3 Arena, BBEdit, html, css, javascript; familiarity with ajax, dhtml, xml, php, asp, jsp