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RELEVANT EXPERIENCE

General Growth Properties – Chicago, Illinois
Interactive Art Director & UI/UX Designer [2008 – 2011]

- Responsible for front end UI, design and development of all high profile web and video-on-web projects
- Led team of 2 designers
- Art directed and quality-tested all major work produced by the web department
- Designed websites “soup-to-nuts” from idea to UX to wireframes to design to build and launch
- Created wireframes and prototypes in Axure, design concepts in Photoshop, and HTML in Dreamweaver
- Strategized changes to existing websites based on changing business needs, changing branding or feedback from usability studies
- Worked with marketing team and stakeholders to gather requirements and present solutions to best implement client ideas, often with teams of stakeholders using alternate design concepts or additional technologies
- Researched, proposed and implemented solutions to simple and complex websites either
- Partnered with internal clients and stakeholders to produce new sites and maintain existing sites
- Presented and defended site design concepts to client and other stakeholders
- Managed two web designers and multiple freelance artists
- Collaborated with information technology team to implement new sites and move files to production
- Worked in deadline-oriented environment with short deadlines
- Designed within the parameters set by the corporate identity standards
- Attended weekly staff meetings to discuss status of various projects
- Oversaw the implementation of new branding on all corporate-owned websites

Imagination Publishing – Chicago, Illinois
Director, Digital Media Publishing [2007 – 2008]

- Managed client requirements and expectations for Digital Media projects
- Worked with both clients and internal teams
- Responsible for company-wide Digital Media resource management
- Operated closely with each account manager to understand and support the specific requirements of their Digital Media projects, including recommendations and opportunities
- Oversaw and directed project quality and drove best practices
- Responsible for project scheduling, budgets and margins
- Directed team development and training
- Managed five Digital Media designers and production artists
- Supervised a variety of websites and digital media projects for clients such as MasterCard, Project Management Institute, Wells Fargo, Ronald McDonald House Charities and others
- Juggled 15-20 projects at any given time
- Liaison between account managers and Digital Media department on all projects from conception to completion

Ovrtur.com – Chicago, Illinois
Co-Founder/Editor/Design & Development [2009 – present]

- Founded large database-driven website
- Created strategy for launch and full-functionality and directed the fulfillment of that strategy
- Created information architecture and user experience for the site
- Built site from the ground up, including a complex custom PHP/MySQL content management system that boasted over

200,000 records spread across 50 MySQL tables and powered three separate websites

- Directed all SEO efforts from site structure to content-driven SEO initiatives
- Directed a team of five editors who researched and input information
- Acted as a liaison to professionals who wished to be included in site as well as users
- Marketed site to producers to solicit information and advertising
- This is the second iteration of a site that follows this format, the first having been purchased from me by a New York firm in 2007

Freelance work [1997 – present]

- Worked with clients such as:
 - Elevate Studios (Front End Developer/UI; 2011)
 - Interior Elements (UI, web design; 2011)
 - Shop America Tours (UI, web design, front end development, SEO, on-going maintenance; 2009)
 - Skidmore, Owings and Merrill (print and web; 2008)
 - Thomson-Reuters (web project management and QA; 2008)
 - Victory Neighborhood Association (web design, front end development, on-going maintenance; 2005)
 - Quorum (web design, front end development, maintenance; 2001)
 - Mad Scientist Co. (web design, front end development; 1998)
- Partnered with clients on website design, build and launch
- Provided styleguides to clients for website updating
- Determined which web technologies to utilize based on client needs
- Authored complex web sites with integration of databases, video, animation, still images, text and audio into its design
- Created HTML content for e-mails

OTHER EXPERIENCE

Alan Hooker for Library Board – Minneapolis, Minnesota

Branding/Communications Director [2005 – 2007]

- Created identity package that evoked the candidate's message
- Directed all visual communication for the campaign, including lawn signs, print material, website and video.

General Dynamics Advanced Information Systems – Bloomington, Minnesota

Graphic Designer [2000 – 2007]

- Managed a variety of design and production projects pertaining to proposal creation, trade show booth creation, special events material, brochures, advertisements, CDs, DVDs and other promotional material
- Redesigned and maintained corporate website with corporate standards Worked with the communications/marketing department to create and design brochures, advertisements, CDs, DVDs and other promotional material
- Miscellaneous design as needed which has included video production, DVD authoring, 3D graphics, and motion graphics

EDUCATION

Brown College – Mendota Heights, Minnesota
Associate of Applied Science Degree: Visual Communications
[Graduated 2000; 4.0 GPA]

Minnesota State University – Mankato, Minnesota
Major: Theatre [1993 – 1995]

SOFTWARE

Adobe Dreamweaver CS5
Adobe Photoshop CS5
Adobe Illustrator CS5
Axure RP Pro 6
OmniGraffle 5
Final Cut Pro 7
DVD Studio Pro 4
Adobe Encore CS5
MPEG Streamclip
Toast 11
Peak 4
MAMP
Filemaker Pro 11
Adobe Flash CS5
Adobe InDesign CS5
Adobe After Effects CS5

CAPABILITIES

Produce Photoshop web concepts
Execute concept design in HTML5
User experience
User interface design
Wireframing
Usability testing
HTML5
CSS3
jQuery
JavaScript
PHP
MySQL
Mobile site design
Video editing/compression
Audio editing