

PROFILE

Award-Winning Visual UI/UX Designer and Multimedia Artist specializing in **Responsive User Interface Design for the Web and Software Applications** with over 15 years hands-on experience in all facets of the full life cycle development of corporate websites. I create an elegant balance between form and function to achieve clear communication and a desirable user experience in all projects including: web, print, branding, mobile marketing and interactive presentations. **What's unique about me** is that you will **save money** hiring a senior creative professional who understands your business and marketing objectives rather than paying for a team of junior people.

AREAS OF EXPERTISE

Design: Graphic design for print and web, web **programming, information architecture, wire frame design, interactive presentations,** information graphics, package design, pre-press/print production, flash, vector illustration, typography, promotional advertisements, flash animation, GUI, PDF, video production, photo composite and retouching.

Creative: Art and creative direction, copywriting, brand identity development, advertising campaigns, corporate illustration.

Programs:	Adobe Fireworks	Softimage 3D	UI Stencils
Adobe Photoshop	Adobe Director	Maya	Notable
Adobe Illustrator	Adobe Acrobat	Visio	Solidify
Adobe InDesign	Microsoft Excel	Basecamp	Verify
Adobe Flash	Microsoft PowerPoint	Bootstrap	Invision
Adobe Designer	Microsoft Project	Sketch	Balsamiq
Adobe Premiere	Dreamweaver	UXPin	Easy Grids
Adobe TypeKit	Corel Draw	Dot Grid Book	Pixel Perfection

Programming Languages: Expert Hand-coder in HTML, CSS, JavaScript, and Flash Action script.

EXPERIENCE

Lumis Designs (www.lumisdesigns.com)

2001 – Present

Creative Director/Graphic and User Interface Designer

- Print and web user interface designer with a specialty in front end design for intuitive user-interface websites; **Exceptional knowledge and experience with Content Management Systems (CMS), hand-coding HTML and CSS, interactive presentations, website and E-blast code proofing, Search Engine Optimization (SEO) and online marketing practices.**
- Responsibilities also include various forms of logo and identity development, corporate branding, interactive presentations, vector illustration, package design, stationery, color scheming and idea generation/brainstorming for new and existing brands.
- Created business and sales opportunities through strong interpersonal skills, self-promotion, and SEO techniques.
- Managed all aspects of running a successful design business including marketing, networking, proposals, contracts, invoicing, project bidding, telecommuting, client meetings/meetups, and outsourcing of work to a trusted network of individuals.
- **Partial client list:** IBM, Time Inc., Grey Advertising, Merrill Lynch, Coca Cola, Food Emporium, Shell, Morgan Stanley Smith Barney, Sony, Shell, Commission on Independent Colleges and Universities, Alzheimer's Drug Discovery Foundation, Queens Centers for Progress.

IBM

2000 – 2001

Award-winning Web Creative Director/ GUI Designer

Empire Blue Cross Blue Shield Office - One World Trade Center, New York, NY 10048

Creative Director for www.EmpireBlue.com, web site of the largest healthcare insurance provider in New York. Responsibilities:

- Hands-on Creative Direction of Provider Online Services. [Screenshot](#)
- Implemented a B2B solution that was one of the first successful online applications to allow physicians to manage claims.
- **Managed graphic designers, JavaScript writers, and HTML coders.**
- **Created wireframes, style guides and coding standards.**
- Pursued ideas for accessing data in legacy systems that resulted in changing the time to adjudicate a claim from days to seconds. The work was produced in months rather than the traditional cycle of two to three years.
- Worked in a team comprising fifty people and five vendors.
- Designed user interface and the look and feel of the Provider Portal.
- Led the front end team and worked closely with the backend team to make sure the look and feel was consistent when the dynamic content was generated.
- Design of screen layouts for www.MerrillLynch.com, Nexxt Health and www.ciscosystems.com.
- Designed multi-media presentations and gave demonstrations of the application in front of an audience of vendors and business executives alongside my supervisor, the assistant VP of Empire's IT division. [Sample PowerPoint presentation](#)
- Interfaced with business, marketing and IT software development professionals and executives

Awards won by www.empireblue.com after completion of project:

- CMP Media's InformationWeek 500 - Cited for Innovative Use of Information Technology
- World Wide Web Health Award - E-Commerce.
- Web Marketing Association's Awards - Standard of Excellence
- Business Insurance Best of The Web Awards - Best of Show
- International Association of Webmasters and Designers - Golden Web Award
- International Web Page Awards - Certificate of Creative Achievement

Time Inc. (<http://www.timeinc.com>)

2000

Department of Online Promotions – 1271 Ave of the Americas, New York, NY

Freelance Art Director

- Designed online promotions including animated banners and web page templates for dozens of magazines including Mutual Funds, Time, Sports Illustrated, People, and Entertainment magazines.

Grey Interactive (<http://www.greyinteractive.com/>)

2000

Freelance Art Director

- **Interfaced with producers, creative director, and developers** to achieve superior design solutions. Designed web page templates for Whitehall-Robins websites such as Advil, Fibercon, Ambesol, and Primatene.

Lorinowicki & Assoc. (www.painted-words.com / [Screenshot](#))

2000

Freelance Web Art Director/Chief Web Architect

- **New website design and development using HTML and JavaScript.** Responsible for all coding and web graphics; Web Architecture; Maintaining website. Continued periodic maintenance.

Access Style ([Screenshot](#))

1999 – 2000

Freelance Art Director/Chief Web Architect

- Art Director for multimedia e-commerce Fashion Company.
- Art Director of digital photo shoots and chief photo-editor
- Creation of hand-drawn illustrations, icons and animated online promotions
- Training employees in Adobe Photoshop, Adobe Illustrator, ImageReady 2.0, Intershop 3.0.
- **Developed and implemented HTML standards and Graphic libraries**
- Site partnered with Twist Magazine, Seventeen Magazine and Jump Magazine.

New York Film Academy (www.nyfa.com)

1999

Freelance Art Director/ Chief Web Architect

- Design of the International Film school web site- 30 world-wide offices
- Hand-coding each page using HTML and JavaScript
- Provided technical support for Macintosh platform

EDUCATION

Rensselaer Polytechnic Institute (www.rpi.edu)

1998

3D animation and Leadership/Management

Mastered 3D modeling using Softimage 3D on Silicon Graphics workstation.

Stephen Covey Leadership training and interpersonal communication courses. 4.0 grade.

SUNY Albany

1993 – 1998

Bachelor of Arts Degree - Double Major- Cum Laude (www.albany.edu)

1. Departmental Art Major (requires 24 extra credits beyond standard Art major requirement of 36)
Studied fine arts- painting, photography, lithography, drawing, graphic design, computer art, etc.
2. Psychology Major

Oxford University

1995 – 1996

Psychology and Art (www.ox.ac.uk)

Studied at Oxford University in Oxford, England for 3 terms. Received 4.0 grade. Excellent references.

School of Visual Arts

1993

Courses in the digital graphic design using the following programs: Illustrator, Photoshop, PageMaker and Freehand. www.sva.edu