

PROFILE / OVERVIEW

Highly accomplished interactive strategist, designer, and developer, with a strong emphasis in large corporate web initiatives, interface design, mobile and social media, plus a side dish of interactive development and programming. Experienced in handling international accounts and in presenting project results and metrics to large and small audiences. Consultation and management of interactive and social media initiatives for businesses. My passion and focus are on optimal efficiency, simplicity, and functionality.

SUMMARY OF QUALIFICATIONS

Adept at all phases of project lifecycle, from requirements gathering and user analysis to information architecture (IA), testing, graphic user interface (GUI) design, and implementation.

Skilled in strategizing, creating and presenting user interfaces (UI), interactive experiences, mobile and social media apps, websites, and e-mail campaigns.

Strong initiative to lead workgroups and research new ideas and technologies to enhance the end-user online experiences.

Solid knowledge of human-computer interaction (HCI) best practices, navigation, and usability for UI design. Excellent understanding of technical requirements for complex projects. Able to convey complex information to non-technical audiences.

Strong design and production skills with emphasis on interactive elements.

Exceptional communication, interpersonal, and time-management skills.

WORK EXPERIENCE

DIRECTOR OF USER EXPERIENCE / INTERACTIVE STRATEGY

Hanley Wood Marketing 2009 to 2011 :: Minneapolis, MN

Providing leadership in developing and executing online interactive marketing solutions for a diverse roster of corporate clients. Serving as an in-house expert on new interactive developments, leveraging technology as part of an integrated marketing platform. Developed user interface design specifications that are used as a blueprint for interactive development. Subject matter expert for online corporate guideline updates and enhancements. Social media expert. Acted as interactive mentor and advisor to all creative team members.

INTERACTIVE DIRECTOR

Go East 2007 to 2009 :: Oakdale, MN

Interactive strategy, new business development, marketing strategy, creative concepting and programming, and information architecture for a regional brand and design firm. Managed many large web sites and projects for a group of large multi-national corporate clients. Actively pursued new concepts in mobile marketing and hand-held technologies. Other initiatives included educating a team of traditional print designers in the intricacies of web site design and interactive projects.

WEB DEVELOPMENT MANAGER, WEB DESIGNER

Regis Corporation 2006 to 2007 :: Edina, MN

Contract-based project management, graphic and web site design, and programming for an international hair and beauty corporation. Managed over 50 separate web sites and projects for the firm. Integrated new ideas for the latest cutting-edge small screen and mobile technologies on several projects. Worked on training and educating a large group of traditional print designers in the creation of custom interactive projects. Also involved in product and packaging development, marketing strategy, and intranet support.

WORK EXPERIENCE, CONT.

SENIOR WEB DESIGNER, CREATIVE LEAD**Thomson / West**

2004 to 2006 :: Eagan, MN

Graphic and web site design, programming and project management for an international legal content provider. Projects include leading a diverse team of junior web designers developing custom web sites for national and international law firms subscribing to FindLaw legal services. Involved in logo and corporate identity development, knowledge management and content management solutions, and web site portal development. Involved in hiring and management of team members.

WEB DESIGNER, WEB DEVELOPMENT MANAGER**Dorsey & Whitney, LLP**

2003 to 2004; 2006 to 2009 :: Minneapolis, MN

Web site design, graphic design, programming and project management for a world-renown law firm. Projects included database driven intranet web sites, extranets for clients, a web site portal, knowledge management and content management solutions, DVD interface design and various forms of new media. Established interactive design standards and web site project guidelines for the entire firm. After leaving Dorsey, I was hired on a contract basis to develop and manage email communications for the firm for a number of years.

MULTIMEDIA EXECUTRIX**Fallon McElligott**

1994 to 1998; 1999 to 2002 :: Minneapolis, MN

Helped build Fallon's Interactive Department from 2 people to 30-plus. Was responsible for all interactive projects for one of the top advertising agencies in the world. Established interactive project guidelines for Account Executives and Design personnel. Managed and produced award-winning multimedia projects on time and within budget. Involved in interactive company startup "Revolv". Continued to produce, design, and develop a variety of freelance projects for Fallon after leaving the firm in 1998.

PRINCIPAL, DESIGNER, MANAGER**Bossenova**

1984 to Present :: Hammond, WI & Minneapolis, MN

Multimedia design, production services and management, web development, programming, graphic design, and project management for a variety of companies. I have been involved in numerous creative and interactive projects including web site design and implementation, multimedia production, presentation materials, CD titles, etc. Recent projects included an annual book publication, mobile apps, Facebook sweepstakes, a national brand identity initiative and literally hundreds of web projects.

AWARDS

AWARDS AND RECOGNITION THAT HAVE BEEN RECEIVED**One Show Interactive** :: Gold, Silver, Bronze Pencils**Graphis Design** :: Interactive Annual**Communication Arts** :: Interactive Design Annual (Competition Judge in 2002)**American Center for Design Web 100****How Magazine** :: Judged the 2006 Interactive Competition**Hanley Wood Red Point Award**: "FAST" winner 2010

EDUCATION

APPLIED DESIGN / FRENCH / ARCHITECTURE

B.A / B.S. :: University of Minnesota, Minneapolis, MN