

SKILLS

Summary:

- Master of Fine Arts in Design
- Eight years web planning and design
- Ability to analyze and structure effective web based solutions
- Practice aggregating business requirements and conducting competitive analysis
- Experience presenting Information Architecture documentation to clients, and peers
- Capacity to communicate with a variety of skill sets and corporate levels
- Practice documenting design standards and functional specifications
- Proficient at using Heuristic evaluation method
- Experience working with content management systems and ad servers
- Competent independent worker, as a team leader or its member
- Strong ability to problem solve
- Understanding of branding and marketing communication
- Experience dealing with a variety of industries such as Entertainment, Financial and Publishing

Technical Knowledge:

- Hand coding HTML, JavaScript, CSS
- PC and Mac platforms
- Adobe Photoshop, Adobe Illustrator, Flash
- After Effects, Media100,
- Power Point, Visio, Adobe InDesign
- Understanding of statistical analysis
- Knowledge of print work production, video editing and broadcast design

PROFESSIONAL EXPERIENCE

2003-2005

Broadness Inc., New York, NY, Information Architect / Branding Consultant

The company streamlines business operations for the entertainment and advertising industries. Clients include: Arista Records, Lacoste, Ogilvy & Mather and Saks Fifth Avenue. Broadness develops leading edge delivery mechanisms that engage the viewer in unique ways. For example, automated reel production, DVD enabled sales, DVD-on-demand, e-books and etc. URL: www.broadness.com

- Advise on usability issues on non-standard technologies reporting directly to the CEO
- Planning and design of the e-commerce application of the DVD-on-demand system, where online clients automatically author a customized DVD order.
- Content development for a visual merchandising installation at Saks' cosmetics department
- Working with clients, planning new business estimates and proposals
- DVD motion title and menu design

2002-2003

Symbol Technologies, Stony Brook, LI, Industrial Design Dept., User Experience Designer

Evaluated applications being developed based on usability studies and proposed new functionalities or solutions. Worked independently reporting to VP of Human Factors and Manager of Design and Research. Accountable for gaining acceptance by other departments and users.

- Designed user experience of applications on mobile products such as:
 - i) Keyboard testing Java software *Powerkey*, for a wide variety of input methods on mobile products. The software is used in field usability testing and is a quantitative means of

comparing interfaces of custom input methods for portable computers. It is used by clients such as UPS. The application includes data formatting and display capabilities, automatic file structure and name generation plus search and resume of existing tests. Data output is compatible with Excel.

ii) Voice applications on portable units; *ShopTalk* — deployed on MC9000-G series, ruggedized handheld computer. It is in use, for example, by the British Royal Mail

- Produced schematics and functional specifications
- Performed Q.A. and Heuristic evaluation
- Managed geographically remote development team in India
- Wrote proposals and developed a budget for each project

2000-2001

Grey Interactive Worldwide, New York, NY, Information Architect

User experience advocate throughout the length of a project from proposal to deployment stages, including products for Nortel Networks (internet, intranet and advertising), Kraft Kids, Mars, New York State Lottery and award winning Robert Allen Group.

- Researched, assessed and documented client requirements, user needs and business objectives
- Determined site organization, defined functionality, navigation and user experience
- Created functional and structural flow-charts of site wide content hierarchy and tools
- Designed wire-frames representing function and structure of individual screens and scenarios to the client and the production team
- Worked closely with the technical team members writing functional specifications, creating naming conventions and tagging schemes. This was particularly essential to the Robert Allen/Beacon Hill highly dynamic business-to-business application with extensive search, online account history and account management capabilities
- Wrote style guidelines for use by both the production team and for future use by the client to facilitate scalability of the product
- Provided competitive analysis of site architectures, content strategy and features for new business efforts and existing clients such as Oracle, Nortel Networks and Home Depot
- Tested and Q.A'd interfaces with actual users

1998-1999

Kinderhook Systems, Inc. New York, NY, Sr. Designer

Clients include Champion International, Citibank, DoubleClick, JP Morgan, PriceWaterhouseCoopers, Tiffany & Co., World Now [KCAL, KSHB, WKRN, KNXV], Euro RSCG Intranet.

- Streamlined Champion International's research database architecture working closely with internal and client technology teams
- Build cross platform, cross browser HTML templates for a browser-based Web site management system enabling news and information providers to easily deliver content
- Worked in an ASP environment developing radio media buying application
- Development of graphical user interface and user experience for Kinderhook's model e-commerce application

1997-1998

Times Mirror Magazines, Inc. New York, NY, Multimedia Department, Designer.

Responsible for design and maintenance of *Sporting News*, *Popular Science*, *Yachting*, *Golf*, *Today's Home Owner* magazines online.

AWARDS

2000

Fiera del Libro per Ragazzi, Bologna, Italy — Bologna 2000, European City of Culture; "A four-picture story for the new millennium." Sala Borsa, Liberty Balcony, Piazza Nettuno, Bologna. March 29th-April 29th 2000. The event showcases creatives who have both conceived and produced their own stories ("auteur" books).

2000

International "Gutenberg Global" Competition — winner, for a short film for the 21st century that represents Gutenberg's personality and innovative spirit.

EDUCATION

2001

MFA Design, School of Visual Arts, New York, NY.

Program's focus is on authorship in the broadest sense: beginning with a viable concept, the purpose is to create products of value and, ultimately, market the intellectual properties. The program extensively covers among others:

- Branding and marketing
- Intellectual property law
- Music, publishing and broadcast industries

1996

BFA, York University, Toronto, ON.

Specialized Honors program in Graphic Design. Major: Visual Arts.

Hobbies

- Life drawing, Algoma Art Gallery, Sault Ste. Marie, ON
Art Student's League, New York, NY
- Interior and stage design
- Grade 8 Piano, Royal Conservatory of Music, Canada
- Horse back riding

References available upon request.