

Employment

Freelance Creative Director

11/08-present

Designed and consulted on a broad range of web projects for agencies, publishing companies, small business owners, and content providers. My roles have included conceptualization, client pitches and presentations, wireframing and information architecture, and interface designs.

Wenner Media

Creative Director, Digital 7/06-11/08

Managed digital design division for *usmagazine.com*, *rollingstone.com*, and *mensjournal.com*. Responsibilities included management of all design phases (wireframing, IA, and front end development) for such projects as site redesigns, marketing campaigns, and special editorial packages. Worked closely with developers to guarantee quality assurance. Other responsibilities included staffing and employee reviews, mentoring, CMS training, and budgeting.

Dennis Publishing

Creative Director, Digital 10/1 - 7/06

Managed design staff; responsible for overall look, production, editorial and marketing design of Dennis Publishing's online brands: *maximonline.com*, *stuffmagazine.com*, *blender.com*, and *theweekmagazine.com*; redesigns and daily maintenance of all web sites, including Dennis Publishing Corporate site; design and production of co-sponsorship programs, micro-sites, and contests across all brands. Other responsibilities included: managing budget, hiring of outside vendors and staff, and the creation of programs designed to increase magazine subscriber base.

Dennis Publishing

Art Director, Digital 9/99 - 10/01

Lead a team of designers in the creation and launch of *Maxim.com*, the online counterpart of *Maxim Magazine*.

Hachette Filipacchi New Media

Production Director 3/98-8/99

Managed day-to-day creative production and redesigns of all 20 online brands for the AOL Newsstand.

Hachette Filipacchi New Media

Producer 1/97-3/98

Concept, design, and coding of web sites and AOL channels for over 20 magazines including *Car and Driver*, *Road & Track*, *Premiere*, *Popular Photography*, *Boating*, *Home* and *Elle*.

Education

Boston University 9/92-5/96

School of Communications

Bachelor of Science in Communications / Major: Advertising

References

Ben Saitz

Vice President, Client Services
DoubleClick
bsaitz@doubleclick.com

Keith Blanchard

Executive Creative Director
Story Worldwide
mkeithblanchard@hotmail.com

Roger Munford

General Manager
Hachette Filipacchi Media
rogermunford@gmail.com

Skills

- Participation in multiple system life cycles including planning, analysis, design, and QA testing.
- Experience working with custom-built and open source content management systems.
- Understanding of the principles of User-centered Design, Rapid Prototyping Methods, and Team Building & Leadership.

Software

- Photoshop
- Illustrator
- Flash
- Fireworks
- Indesign
- Dreamweaver
- OmniGraffle
- Visio
- Wordpress
- Homesite
- SQL/MySQL
- UNIX/Windows OS
- mac and pc OS

Languages

- XHTML
- CSS,
- XML
- AJAX
- Javascript
- Actionscript
- PHP