

Profile

Passionate, creative, energetic, design professional with a demonstrated ability to work with results-driven project teams within tight deadlines.

- Web/Print Design and Execution
- Art Direction
- UI/UX Design
- Project Management

Education

Brown Institute 1994-1997

AAA Advertising Design

President's Award for Academics

Winona State University 1992-1994

Fine Art major

Proficiency

- Illustrator
- Dreamweaver
- CSS
- HTML
- Photoshop
- InDesign
- Microsoft Office
- WordPress

experience in:

- Flash
- JavaScript
- jQuery
- AJAX



Portfolio: DesignerDave.com

Experience

User Interface / User Experience Designer: 2012-2013

Mayo Center for Innovation (contract through Creative Circle)

- Wireframed and designed an iPad and iPhone app
- Conducted usability testing

Web Designer: 2012-2013

Tiger Oak Publications (freelance contract)

- Full redesign of EdinaMag.com, SeattleMag.com, MNBride.com, TigerOak.com, emails, subscriptions
- Worked with upper Management, Developers, Sales, and Editors to design user-friendly websites that will increase reader traffic, drive subscriptions, and be easy to manage

Web Designer / User Experience: 2011

Ceridian (contracted through Celarity)

- Design and Usability Specialist on their bid for the Minnesota Health Exchange
- Consulted on how to make the website more user friendly and graphical

User Experience / Lead Designer: 2005-2010

News Corporation: MarketWatch.com, WallStreetJournal.com, Dow Jones, Barrons.com, VirtualStockExchange.com

- MarketWatch.com Lead Designer (twice promoted)
- Designed all Tools, Promotions, emails, and Web Pages
- Designed MarketWatch Community: grew from 0 to 10,000 members in the first 2 months
- Completely redesigned MarketWatch.com
- Designed iPhone app for MarketWatch
- Integrated reader comments and social media
- Worked daily with Editors, Creative, Product Managers, Information Architects, Project Managers, and Developers
- Designed for usability testing
- Presented to internal and external clients

Senior Designer: 2000- 2003

Musicland Group Inc. (Best Buy)- Sam Goody, Suncoast, Mediaplay, On Cue

- Lead Designer for SamGoody.com and MediaPlay.com
- Promoted to Senior Designer within 10 months
- Recipient of the Musicland President's Award
- Design and code web campaigns (ads, emails, pages)
- Ad design, Package design
- Directed Production staff
- Photo art direction
- Redesigned SamGoody.com, Suncoast.com, MediaPlay.com

Lead Designer: 1999- 2000

Cevette and Company Advertising Agency

- Website conceping, design and execution
- Logo and brand development
- Concepting, design and production of print ads
- Creative conceping for TV and radio commercials

Online Art Director / Associate Art Director 1997- 1999

Recreational Publications: American Snowmobiler magazine

- Magazine design and press checks
- In-house and client ad design
- Photo art direction
- Daily maintenance of website
- Static and animated web banner design
- Redesign of AmSnow.com

Freelance Digital Designer: Ongoing

- Concept, wireframe, design, present, and execute print & web projects
- Create logo and identity systems
- Find cost-effective customer solutions
- Photo art direction