



d a v e p e r e d a

designerdave.com • 651.917.8313 • dave@designerdave.com • 1380 laurel avenue saint paul, mn 55104

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
- Creative Concepting
- Project Management

portfolio

designerdave.com

education

Brown Institute 1994-1997

Advertising Design Degree

GPA 3.75

President's Award for Academics

Winona State University 1992-1994

Fine Art major

proficiency

- | | | |
|--------------------|---------------|----------------|
| • Illustrator | • Photoshop | • Dreamweaver |
| • InDesign | • CSS | • FTP software |
| • Microsoft Office | • QuarkXPress | • HTML |
- experience in:
- | | |
|--------------|----------|
| • Flash | • jQuery |
| • JavaScript | • AJAX |

experience

Web Designer: 2012-2013 (contract)

Tiger Oak Publications

- Full redesign of SeattleMag.com, MNBride.com, TigerOak.com subscription processes, emails
- 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
- Designs included: Home page, Secondary and Tertiary pages, Article pages, Directories, Promotional pages, e-Newsletters, e-mail Article, and Subscription pages

Web Designer / User Experience: 2011 (contract)

Ceridian

- 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, BigCharts.com, VirtualStockExchange.com

- MarketWatch Lead Designer (twice promoted)
- Design all Tools, Promotions, E-mails, and Web Pages
- Designed MarketWatch Community: grew from 0 to 10,000 members in the first 2 months (currently 190,000+ members far exceeding expectations)
- Redesigned MarketWatch.com
- Designed iphone app for MarketWatch
- Integrated reader comments and social media (facebook, twitter...)
- Worked daily with Editors, Creative, Informational Architecture, Product Managers, 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

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

Lead Designer: 1999- 2000

Cevette and Company Advertising Agency

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

Online Art Director / Associate Art Director 1997- 1999

Recreational Publications: American Snowmobiler magazine

- Magazine page design and special pull-out sections
- In-house and client ad design
- Press checks
- Photo art direction
- Daily maintenance of website
- Static and animated web banner design
- Redesign of AmSnow.com

Freelance Art Director / Sr. Designer: Ongoing

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