

## Objective

Currently seeking a role as an Interactive Creative Director, Art Director/Developer or Interactive Marketing Manager. With almost 12 years of New Media experience, the last 5 of which in a managerial role, I look to continue working with creatives in delivering elegant and effective solutions spanning all forms of media.

## Primary Skillsets

- Interactive Design
- Motion Design
- Web/Mobile Development
- Information Architecture
- SEO and SEM
- Online Marketing Strategy & Execution
- Design Direction, Resource Management

## Experience

### 8/2009 – Present Interactive Creative Director » IQ Marketing, Minneapolis/MN

Currently in charge of interactive solutions at IQ Marketing directing creatives and web developers in solutions spanning the web, email, mobile and desktop applications. In addition to deliverables and tangibles: I play an integral role in strategy, planning and product performance metrics forecasting and reporting.

*Primary responsibilities include:*

- Evaluate new and emerging technologies as viable client solutions (web, email, mobile, desktop)
- Design concepting and strategy
- Creative approval and direction
- Information architecture and user interface design (web/interactive)
- Online marketing strategy including SEO and SEM

### 5/2004 – 8/2009 Creative Director » Hearth & Home Technologies, Lakeville/MN

The primary point of contact within the marketing department for both offline and online creative services at Hearth & Home. I lead a team of two web developers and one senior designer who in turn work with production artists in the production group.

*Primary responsibilities include:*

- Design concepting both offline and online
- Creative approval and direction
- Information architecture and user interface design (web/interactive)
- Overall online marketing strategy including SEO optimization and ad placement
- Maintain a strong relationship with print, fulfillment and POS vendors to maintain best cost/lean methods while still ensuring high quality, high impression end products.

*Of note:*

- Designed, architected, developed and launched corporate Intranet in 2004 based on the Stellent Content Management Platform
- Successfully conceived and launched multiple nation-wide multi-channel marketing campaigns
- Set a new standard for online presence of flagship product rollouts
- Created from scratch the entire online marketing strategy
- Improved internet traffic year-on-year 15-20% with minimal spending
- Offered a new dynamic of motion design to the team, utilized in tradeshow, web sites and kiosks

#### **9/2003 - 4/2004 Information Architect & Senior Designer » Metris Companies, Minnetonka/MN**

Lead Architect and Senior Designer tasked with creating a new Corporate Intranet and Portal owned by Corporate Communications. This project was a 6month contract with a 2month extension.

- Worked as liaison between Corporate Communications and existing business units to define business requirements and goals for the new Intranet.
- Worked as a "buffer" for interactions between Corporate Communications and Information Technology to ensure Corporate Communication goals and intentions were preserved throughout the project. Also served to transform Corporate Communication and Business Unit goals into viable Information Technology goals, and to be available for further assistance throughout the process.
- Met with business units and stakeholders to provide a road map based on phased and iterative generations of the Intranet contingent upon technological limits and time-frames offset by immediate opportunities.
- Created a design standard for the Intranet, ensuring a consistent look and feel while maintaining an Intranet "best practice" of organic and decentralized growth.

#### **1/2002 - 4/2003 Information Architect & Lead Web Developer » Staplegun, Inc., Oklahoma City**

- Single point of contact for all projects under Interactive Media, Internally and Externally.
- Designed & implemented project lifecycle protocol using MS Project running in client/server mode on top of MS Project Server. Deployed Project Server on top of MS SQL2000 then built custom reports and applications in ASP.
- Developed an online video library E-Commerce system on top of MS Site Server Commerce Suite using ASP and SQL 2000. Designed the interface, driven in VBScript, Javascript, DHTML and CSS.
- Developed another E-Commerce system using StoreFront. Custom code built in ASP.NET and SQL 2000. Developed the interface using VBScript, Javascript, DHTML and CSS.
- Designed and developed multiple brochure sites and corporate sites. All included a custom content management system developed in CSS and DHTML; driven by an SQL 2000 backend.

#### **7/2001 - 12/2001 Interface Designer & Information Architect » Devon Energy, Oklahoma City**

- Designed the architecture and rollout plan for portal-based scalable Corporate Intranet/Extranet.
- Designed the user interface and template for their Intranet using Adobe Illustrator, Adobe Photoshop, Adobe ImageReady, and Macromedia Dreamweaver Ultradev.
- Developed database driven, adminable DHTML menu system, allowing editing and adding of menu levels and drill-downs in a dropdown menu format to the "nth degree" using ColdFusion, DHTML, Javascript and SQL 2000.
- Developed an adminable rich text-capable portal management system. This allowed for non-code compliant content providers to provide content in a lightweight MS Word environment, in-line with their browser.

#### **8/2000 - 6/2001 Sr. New Media Web Developer & Designer » The Netplex Group, Oklahoma City**

- Senior Developer and Designer on multiple in-store Kiosks. Kiosks ran on IBM Websphere on top of a DB2 database.
- Participated in internally driven re-branding effort by providing 3D and 2D broadcast level animations that were later aired at national and international tradeshows. Spots were created using Adobe After Effects, Adobe Premiere and Soundforge.
- Developed corporate site using ASP and MS Access.
- Helped develop sales/marketing cd-rom created using Flash and Director.

#### **8/1999 - 8/2000 Sr. New Media Web Developer & Designer » Ackerman McQueen Advertising**

- Created a multitude of web sites in both ASP and Cold Fusion for clients such as Six Flags Theme Parks and Brunswick Bowling.
- Provided architecture and rollout plans
- Custom built a proprietary e-commerce engine with multiple implementations using ASP, Cold Fusion and MS SQL 6.5/7.0.

#### **1/1999 - 8/1999 ASP Web Developer » University of Oklahoma**

- Developer role consisted of creating sites for colleges on site at the Health Sciences Center. Sites were created using ASP, MS Access and MS SQL 6.5.

## Software & Platforms

### Design

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe After Effects  
Adobe Premiere  
Adobe Audition  
Adobe Encore  
Adobe Dreamweaver  
Adobe Flash  
Newtek Lightwave  
Omnigraffle

### Development

ASP/ASP.NET  
HTML/Javascript/CSS  
iOS/AndroidOS  
Appcelerator Titanium  
PHP  
MySQL  
Cold Fusion  
MS SQL  
Microsoft Access

### Platforms

iOS (via Appcelerator Titanium)  
AndroidOS (via Appcelerator Titanium)  
XMPie Print on Demand  
XMPie uProduce/uDirect  
Stellent Content Management Rythmyx  
Content Management  
Concrete5 Content Management  
Wordpress Content Management

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