

DENISE BURCHELL

San Francisco, CA
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EXPERIENCE

R/GA
Associate Creative Director
[2008-present]

Miami Ad School
Instructor
[2009]

AKQA
Sr. Interaction Designer
[2007-2008]

Independent Consultant
[1999-2000, 2002-2007]

frog design
Designer
[2000-2002]

Bigstep.com
Creative Designer
[1999]

CNET, Inc.
Designer
[1997-1999]

Mother Jones Magazine
Design Fellow
[1996-1997]

EDUCATION

University of California at Santa Cruz
B.A. in Sociology
Extensive fine arts coursework
[1997]

SUMMARY

A strong creative leader with a focus on brand and interactive excellence, applying strategic design to business problems, building stronger, smarter teams, products and organizations. Collaborating with people of varied disciplines, mentoring budding design stars, building relationships with stakeholders, all to produce great work. Creating innovative digital concepts for Fortune 500 clients and their mass media audiences. Client list includes Nike, Target, HP, Taco Bell, Yellow Book USA, MasterCard, Hotwire.com, Sun, Microsoft, and others.

- Developed a strong expertise in mass-market digital commerce behaviors and methodologies; delivered successful vision and innovation strategy for Target, Nike, HP, Sun, Microsoft, and others
- Provided inspiration, skills development, conflict resolution, creative direction, and team-building for cross-disciplinary creative teams of interaction designers, visual designers, copywriters and developers
- Designed a one-of-a-kind multi-user gestural wall installation for the Dubai airport on behalf of Emirates Airlines, collaborating with inventors of emerging screen technology to create the longest interactive wall to date (53 feet long, 9 feet tall)
- Built and nurtured client relationships, leading to improved trust and collaboration and additional business
- Successfully pitched new business with well-considered, insightful, and exciting demonstrations of core competencies and innovative thinking
- Created countless ID artifacts: usability audits, competitive research, strategic recommendations, user flows, IA diagrams, concept maps, wireframes, user experience specifications and implementation guides
- Created a usability program for Saatchi & Saatchi in New Zealand; including developing materials, training staff on lab equipment and testing methodologies, conducting tests and delivering recommendations
- Gave presentations, lectures and workshops to audiences of up to 250 people. Topics included case studies, User Experience fundamentals, interactive storytelling, gestural interfaces, Web 2.0 and others
- Collaborated with industrial designers to conceptualize digital/physical experiences for retail (Target stores) and public spaces (universities)
- Oversaw one semester of the Greenhouse internship program for R/GA in conjunction with Miami Ad School. Developed curriculum and taught an 11-week User Experience course for the top portfolio school

RECOGNITION

Agency of the Decade, R/GA, Ad Age, 2009
Digital Agency of the Decade, R/GA, Adweek, 2009
Digital Agency of the Year, R/GA, Adweek, 2009
Digital Agency of the Year, R/GA, Adweek, 2008
Agency of the Decade, AKQA, Revolution, 2007
Best Software Product, iPass Connect 3.0, VARVision Europe, 2002
Service Interface Best of Show, iPass Connect 3.0, Wi-Fi Planet, 2003