

Objective

My objective is to apply strategic design to business problems, resulting in stronger, smarter products and organizations. I prefer a casual, fun team environment with other creative, driven people who know what they're doing and are passionate about it. With over a decade of conceptual digital design experience, I'm currently seeking a senior position that allows for a combination of hands-on interaction design and leadership at a top notch design agency. I'm happy to work as either an employee or a contractor. Interesting projects and great people are the criteria for my productivity and happiness at work.

Experience

AKQA - Sr. Interaction Designer [2007-present]

- Conceived and developed innovative digital concepts for nationwide campaigns and products for Fortune 500 clients
- Provided strategic and creative leadership on multiple projects and accounts simultaneously
- Provided mentorship, oversight, and support for interaction designers, visual designers, and copywriters, including inspiration, skills development, conflict resolution, creative direction, and team-building
- Successfully pitched new business with well-considered, insightful, and exciting demonstrations of AKQA's core competencies
- Collaborated with clients and multi-disciplinary internal teams to develop, hone, present, and execute solutions
- Developed a long term product vision and innovation strategy for a major online retailer, providing an 81-page guide to our strategic recommendations, development roadmap, executional principles, and creative proof of concept
- Created and presented user flows, concept maps, IA diagrams, wireframes, and user experience specifications

My client list includes Target, Yellow Book USA, Nike, and others.

Independent Consultant [2002-2007]

- Led user, product, and competitive research, and user testing efforts for strategic user-centered design
- Created user interface workflow and information architecture diagrams
- Developed complex navigation and interaction models for new and existing products and websites
- Created page-level and multi-page wireframes and schematics to convey information hierarchies
- Designed/redesigned visuals for websites, applications, and print materials (including pre-press production)
- Developed brand strategy and design assets including color palettes, logos, ingredient logos and marks, and corporate identity collateral
- Developed and implemented leadership strategy for internal creative departments, including goal-setting, skills development, process definition, cross-departmental project management, resource allocation, and team-building
- Solved "design emergencies" with quick design, art direction, and HTML/CSS production that wasn't short-sighted
- Hired and managed vendors, employees, and subcontractors
- Art directed and acted as design mentor for a range of people and projects including websites, print collateral, flash animation shorts, and marketing and sales materials
- Wrote extensive documentation in the form of style guides, interaction specs, and "recipe book" strategic guidelines

My client list includes Hotwire.com, Nationwide Mutual Insurance, Saatchi & Saatchi, and others.

frog design - Designer [2000-2002]

- Conceptualized and executed visual and interface design for global web and software clients
- Developed extensible “design languages” for large-scale, complex projects
- Designed information architecture strategies, page schematics (including high-level content strategy), page flows, and interaction diagrams
- Developed implementation and style guides so that clients could better understand the rationale behind decisions and extend the design beyond project deliverables independently
- Managed client relationships, and led presentations and tutorial sessions
- Worked with the industrial design team to conceptualize products for mass market retail and public space uses

My client list includes Sun, Microsoft, Covalent, Intershop, Target, i2, and others.

Independent Consultant [1999-2000]

- Art directed website look and feel and functionality
- Designed web page layouts, graphics, and animated product demos (conceptualization, creation, and optimization)
- Developed interface design for functional elements on single and multiple pages
- Created HTML pages and style sheets, and insured standards compliance and consistency of markup site-wide
- Illustrated proprietary information graphics

Bigstep.com - Creative Designer [1999] (formerly The Springfield Project)

- Created elegant, intuitive online site building experiences aimed at newbie computer users
- Contributed to the look, feel, and structural organization of all areas of the web application
- Participated in cross-functional teams with engineers, product managers, editors, and usability testers
- Participated in a task force responsible for codifying corporate brand identity, including vision and values
- Led the redesign of the interface and information architecture for e-commerce catalog section
- Coordinated with marketing team on print collateral and co-branding, including t-shirts, buckslips, and flyers

CNET, Inc. - Designer [1997-1999]

- Conceptualized, created, optimized, and art directed layout and design for all types of cnet.com content
- Participated in a redesign of cnet.com
- Allocated design resources and tracked deadlines
- Gave final approval of design projects in the Art Director’s absence
- Coordinated with producers and editors on all projects
- Conceptualized, built, and optimized 15-25 images per day for news.com based on the day’s headlines

Foundation for National Progress - Design Fellow [1996-1997] (Mother Jones)

- Created and optimized promotional web graphics for site front door
- Designed first-generation site features and section redesigns for website
- Optimized print magazine photographs for use online
- Published print magazine articles online, creating each HTML page by hand (before CSS technology existed)
- Designed graphics for original web content

Education

University of California at Santa Cruz

B.A. in Sociology

Extensive fine arts coursework

Software Skills

I have expert knowledge of:

- InDesign
- Photoshop
- Illustrator
- HTML (by hand) and CSS
- Dreamweaver

I have some experience with:

- Flash
- QuarkXPress

I work on both Mac and Windows platforms.

Other Assets

I have impeccable organizational skills, an enthusiastic, positive attitude, and proven experience. I work well as part of a team and am adept at managing multiple projects simultaneously. I learn quickly and constantly strive to innovate. I'm not afraid of technology. I people-watch for fun, and have honed my abilities to detect and predict behavioral patterns.

I have an online portfolio at www.nadise.com and a printed portfolio that I'd be glad to show in person.