

## Objective

I would like to steer a strong creative team with a focus on brand and interactive excellence, applying strategic design to business problems, building stronger, smarter products and organizations. I want to make a tangible impact on how people perceive, understand and use consumer-focused innovative products. I'm seeking a role where I can mentor and manage the next generation of top interaction designers, and I'm not afraid of getting my hands dirty while doing it. I prefer a casual, collaborative team environment with creative experts of varied disciplines and backgrounds. Interesting design challenges and talented, smart people will ensure my productivity and happiness at work, so I'm looking for a company that values the same.

## Experience

### R/GA - Associate Creative Director [2008-present]

- Provided strategic and creative leadership on multiple projects and accounts simultaneously
- Hired and managed interaction designers, and spent significant time training the most junior team members
- Provided mentorship, oversight, and support for cross-disciplinary teams with interaction designers, visual designers, and copywriters. Provided inspiration, skills development, conflict resolution, creative direction, and team-building
- Conceived and developed innovative digital concepts for Fortune 500 clients, including websites, nationwide campaigns, social media campaigns and contests
- Collaborated with clients, partner agencies, and internal teams to develop, hone, present, and execute solutions for marketing/branding platform sites and web campaigns
- Created and presented site evaluations, strategic recommendations, user flows, IA diagrams, wireframes, and user experience specifications
- Oversaw the Greenhouse internship program in conjunction with Miami Ad School

*My client list includes HP, Nike, Taco Bell, MasterCard, and others.*

### Miami Ad School - Instructor [2009]

- Developed curriculum for 11-week User Experience course for a post-graduate degree program
- Lectured on topics such as User Experience basics/heuristics, interactive storytelling, gestural interfaces, Web 2.0 and others, providing information, context, demonstrations, and instruction
- Led workshops where students got hands-on experience in UX work, including card sorting and usability testing
- Assigned, critiqued, and graded projects covering social media, mobile application, and digital out of home design

### AKQA - Sr. Interaction Designer [2007-2008]

- 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
- 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

#### **Recognition**

##### **iPass Connect 3.0**

"Best Software Product" VARVision Europe, 2002; "Service Interface Best of Show" Wi-Fi Planet, 2003

#### **Education**

##### **University of California at Santa Cruz**

B.A. in Sociology

Extensive fine arts coursework

#### **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 strive to innovate within the process as well as the work. 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](http://www.nadise.com) and a printed portfolio that I'd be glad to show in person.