



Summary

- Diverse design management professional with over 14 years experience developing consumer facing products, brands and teams.
- Creative, solutions oriented, fast and efficient. Effective as hands-on designer and with directing and inspiring others.
- Proven creative & strategic leader with the innovative talent to support achieving business goals across product, marketing, and brand.

Experience

Senior Design Director, Beyond Music (August 2011 - January 2012)

As a Design/Art Director for the Beyond cloud-based music service, I help lead a small design team responsible for the visual design and UX of the product on multiple platforms; iOS, desktop, and Android. In the 6 months I have been with the company I have:

- Initiated and led design workshops focusing on business models and heuristic analysis of competing products in the cloud music space which were distilled into briefs & made available to the company for educational purposes.
- Led several iterations on the product design for all platforms, working with multiple engineering and product teams to ensure timely releases of exceptional quality.
- Led branding workshops which involved exploring and iterating on new brand concepts.

Sole Proprietor, dsrstudio (1998-2012)

As sole proprietor for a one-man studio, I help clients achieve business and creative goals across multiple projects and concerns; I thrive on the myriad design challenges that the life of a freelancer provides.

Creative Director, Caring.com (2009-2010)

As the Creative Director for the leading eldercare website Caring.com, I am responsible for the user experience of the website—from wireframe conceptualizing to the final presentation layer.

Principal Designer, Consumer | Customer Innovation Group at Yahoo! (2007-2008)

Creative lead for innovation team at Yahoo! working on design concepts, prototypes, strategy and process to connect advertisers with audiences in brave new ways.

Art Director, Yahoo! (2005-2006)

Conceived of, presented, and executed ad campaigns, microsites, landing pages, emails, and GUI architecture for flagship Yahoo business units.

Creative Director, Meevee

Worked as Creative Director on a web-based personalized television listings service with a team of product developers, engineers, and I/A specialists. Wrote product requirements, created rapid prototypes for user testing, along with competitive assessments and positioning models. Created look and feel, brand guidelines, and styleguides. Conceived the tagline "Find Something To Watch", which was trademarked and used.

Design Director, TechTV (2001-2004)

Managed a team of technical and visual designers and provide mentoring across multiple projects. Review in-coming proposals, project schedules, and budgets. Implemented global strategies for styleguides, intranet, applications, games, and automated image scripting. Collaborated with ad sales/internal promotions departments to create successful and unique web campaigns for clients such as Microsoft, Dice, Circuit City, and others. Wrote creative briefs, design specifications, and styleguides. Provide strategic direction, vision, and scope on web-based projects, guiding definition of sites. Act as lead UI designer and provide functional requirements specification to engineering. Key stakeholder in the Branding and Marketing groups governing the TechTV brand positioning cross-medium.

Interactive Designer, ZDTV / Ziff Davis (1998-2001)

Collaborated with a team of artists and engineers to create truly convergent design solutions for both on-air and on-line. Designed web interfaces for television shows and web sites. Other design projects include interfaces for interactive television, quicktime TV channel for broadband, story illustrations and interactive pieces for daily content, chatroom designs, contests, and promotions.

Education

MFA in Interdisciplinary Design, California College of the Arts. Honors Student. 2009-2011

Post-Baccalaureate Certificate in Visual Arts, UC Berkeley, 2007-2010

BA, Broadcast and Electronic Communication Arts, San Francisco State University. Honors Student. 1994-1998

Art Studio and Music Theory, University of New Mexico. 1990-1992

Technical Skills

Expert knowledge of Mac and PC based systems including troubleshooting and repair of complex workstation environments. Adept at finding novel solutions to technical challenges.

Extensive experience with user-centric design methodologies and processes.

Expert knowledge in visual design fundamentals for the web including typography, color, layout, motion, and branding. Fine arts background with the chops to execute the vision.

Extensive experience with distilling business goals and user requirements into highly functional and aesthetically pleasing products.

Solid foundation in programming fundamentals with working knowledge of HTML, CSS, Javascript, Actionscript, and Standards-based technologies.

Experience in process oriented, team-based organization.

Software and Tools

Adobe Creative Suite CS 5 (Photoshop, Illustrator, Dreamweaver, Fireworks, InDesign, Acrobat, Flash, Premiere)

Apple Final Cut, Aperture, Logic, Compressor, iLife, iWork suites, Quick Time Pro

Microsoft Office, Omnigraffle, Debabelizer, Painter, Cubase, Native Instruments, Waves, and Universal Audio suites, Bias Peak