

EXPERIENCE

MetaDesign

San Francisco, CA
Feb 2007 - Oct 2008

DESIGN DIRECTOR—INTERACTION DESIGN

MetaDesign creates identity systems, design strategies, and digital interfaces that produce business value. I was responsible for design solutions that involved brand strategy, communication strategy, and interaction design for digital products and services. In addition to managing the interaction design team, I led multi-disciplinary project teams that included: visual designers, interaction designers, content strategists, writers, design technologists, researchers, and project managers. Also, I looked after the professional growth of staff as well as the success of client relations, and participated in project planning, proposals, and business development. Clients: DIRECTV, Samsung, Fujitsu, Johnson & Johnson, Ripple.

Design Consultant

San Francisco, CA
Jul 2004 - Feb 2005
Apr 2006 - Feb 2007

SELF EMPLOYED

As a design consultant, I worked with design agencies and their clients to build compelling online brands and digital products. Services offered: creative direction, visual design, and interaction design. Clients: Method, Smart Design, Hot Studio, Active Ingredients, Bridge Design.

Frog Design

San Francisco, CA
Jan 2004 - Jul 2004

DIGITAL MEDIA DESIGNER

Frog Design solves complex business problems with a holistic multidisciplinary approach, integrating strategy, product design, digital design, and branding. A designer in the digital media group, I worked closely with clients to develop branded user interface solutions for software applications, which included interaction design, visual design, and the development of guideline libraries. Clients: Hewlett Packard.

Small Pond Studios / Liquid Agency

San Francisco, CA
Jan 2000 - Mar 2003
Mar 2003 - Jan 2004

SENIOR DESIGNER / DESIGN DIRECTOR

Small Pond Studios offered comprehensive design services including internet and brand strategy, corporate identity and collateral, web design and development, and user research. Responsibilities included concept development and design direction of web sites, flash product demos, identity systems, and marketing collateral for both existing and new brands. Clients include AvantGo, Blue Shield of California, Danger, Deloitte Consulting, Gymboree, Schwab Learning, Vinfolio, Visa, and Wells Fargo.

IDEO

Environments Group
San Francisco, CA
May 1996 - Jan 2000

DESIGNER

IDEO creates products, services and environments for companies pioneering new ways to provide value for their customers. I was in charge of content development and visual design components for large scale, commercial environments. Responsibilities included client management, content development, visual design direction and production of environmental graphics, interactive exhibits, and printed materials. Clients include AAA of California, Amtrak, Hewlett Packard, Kodak, Steelcase, Xerox.

SKILLS

Creative Direction
Design Strategy
Visual Design
Interaction Design
Project Planning

Creative briefs, project proposals, project planning, and leadership of multidisciplinary design teams
Strategy, execution, and delivery of design for branded UI experiences for services, software, and products
Leadership of design teams through activities and creation of deliverables included in all phases of the design process: discovery, concept, design, delivery
Executive-level design presentation and day-to-day client management

BIO

I am a new breed of designer people are calling "hybrids." With a background in graphic design, more than a decade of experience designing digital products and services, and a knack for story telling, my skills span the traditional divide between the roles of visual design, interaction design, branding, and communication strategy.

For me, design is the craft of creating experiences that make people feel good about the products, services, and environments they engage with—be it a visit to a corporate showroom, an online shopping spree, or using TV, phone, web, and software interfaces.

EDUCATION

Bachelor of Science in Design, 1995
University of Cincinnati, Ohio
College of Design, Architecture, Art and Planning
Cum Laude

PERSONAL WEBSITES

www.flushleft.com
www.destinationtbd.com
www.menospeak.com