

Art Director and Interaction Designer with over fifteen years experience designing successful consumer digital products and brands. Expert in concept and strategy development for all types of design projects, with proven ability to motivate and inspire teams to deliver world class creative work under tight deadlines and budgets. Excellent at creating compelling interfaces for web and mobile products as well as creating brands and their standards from scratch. Skilled communicator able to successfully pitch internal and external clients in order to sell through ideas.

## EXPERIENCE

### **Stitcher / Head of Design**

**2011 – Present**

*Leading mobile internet radio/podcast service for on demand news, sports, talk and entertainment*

- Responsible for all aspects of mobile and web design, brand strategy and marketing design.
- Designed award winning interfaces for iPhone, Android and tablet platforms – 2011 Apple Best News App, 2012 TechCrunch Top 20, 2013 TIME Top 50 Apps, 2014 Webby Award winner.
- Conceived, designed and sold through to management, product and marketing teams entirely new visual identity for Stitcher, including new logo, brand guidelines and app visual design language.
- Grew design team and implemented processes to streamline graphics creation to meet needs of fast moving product development timelines, creating thousands of mock ups in the process.
- Implemented brand guidelines for external partners and internally ensured a consistent look and feel across all products including mobile apps, desktops apps, business websites, social interactions, and advertising/marketing collateral.

### **Syndero / Senior Art Director**

**2009 –2010**

*Web-based direct response marketing for internally owned brands*

- Responsible for web design, brand development and direct marketing interaction design.
- Revitalized the branding, web design and ad strategies for 5 existing high volume products and 4 new products, contributing to year-over-year income of \$40 million.
- Used web analytics and A/B testing to make changes to landing pages that resulted in thousands of dollars in incremental profit per product.
- Proven results working with distributed teams - management located in another city and overseas web development team.

### **Matchpoint (acquired by Company.com) / Senior Interaction Designer**

**2007 –2008**

*Local services web application designed to match small business providers with consumers*

- Interaction design, brand design and development leader.
- Worked with the VP of Product and front and back-end engineers to create a design strategy across web sites, form-based ads and incentive emails.
- Created thoughtful interaction for two b2b websites similar in function to Google's AdSense and AdWords, resulting in the thousands of service providers becoming paid subscribers.
- Created extensive banner ad and form-based ads for third party sites to generate leads for the sales department.

### **Mulberry-Henry Jacobson / Lead Art Director**

**2002 –2006**

*Top Neckwear designer and manufacturer / Innovative menswear clothing.*

- Led design department responsible for all art direction and brand design.
- Created and launched an integrated visual brand vocabulary across print and web-based media. The clothing line was eventually picked up at Macy's, resulting in 8 million in annual sales.
- Juggled the design of collateral (from apparel hangtags to catalogues) for 13 brands, always maintaining individual brand consistency while traveling to China often for production sign off.

- Worked with the VP of Product and the Product Manager to style and manage seasonal photo shoots resulting in posters, product sheets and catalogues costing over \$100k per season.

**Hotwire (acquired by IAC) / Director of Design**

**2000 –2001**

*Pioneering consumer facing travel website*

- Led team of 5 designers responsible for all visual, interactive, and integrated marketing design.
- Designed an easy-to-use online presence for a consumer-oriented travel site ultimately resulting in the acquisition of the company by InteractiveCorp for \$665 Million.
- Took a just funded start-up’s initial interaction and brand design from a founder’s idea to a commercial, easy-to-use commerce site resulting in millions of dollars worth of airline ticket sales.
- Pitched dozens of design initiatives company-wide and received buy-in from a company of over 300 employees. Designed company logo.
- Shepherded a team of junior and intermediate designers to create all website comps, banner ads, print advertisements and environmental graphics.

**Additional Prior Experience**

**1993 - 1999**

- **Interbrand** –Worked as a design consultant to educate a branding firm on interaction design. Established information design methodologies and company-wide information design procedures.
- **Organic** – Information designer. Created standards for this new type of digital design firm.
- **A. Design** –Owner/Designer. Learned to balance design and business by founding and running my own company for 3 years.
- **Cole Martinez Curtis Architects** – Project Manager and Space Planner – Responsible for designing and managing large scale, multi-floor corporate interiors in downtown Los Angeles.
- **Dickel Linn Manning Architects** - Initial experience and understanding of how to be both an architectural designer and project manager resulted in a deep understanding of how design works in business.

**EDUCATION**

**ArtCenter College of Design** – Master of Fine Arts (MFA) in Interactive Media Design 1996-1998

**University of Texas** – Bachelor of Architecture (BA) / 1987

**AWARDS and INTERESTS**

- A career that includes the design of over 100 logos and countless icons and other types of small marks. Logomark published in Print Magazine’s 1992 Design Annual.
- Awarded the Broadcast Designer’s of America Gold Award for Best Interactive Project in the early days of pre-web interactivity.
- Awarded a U.S. Patent in 2008 for a consumer product. With limited help from an attorney, I visited and worked with the USPTO to obtain the patent for the product I invented.
- Enjoy yoga, fine art, alt rock, dogs and travel (50 countries and counting).