

## Creative Director / UX Director

GLOBAL BRAND DEVELOPMENT / REBRANDING • INTERACTIVE DESIGN LEADERSHIP • ENTERPRISE-LEVEL STRATEGY

Visionary, strategic director with 15 years of expertise in creative staff direction, project management, and multi-platform design. Motivate, inspire, and lead creative teams dedicated to new media with a focus on successful online branding and experience. Leverage on accomplished career in traditional media / branding; blended with a talent in emerging online technologies (social media, digital, and e-commerce). International interactive branding with proficiency in web portals, multi-channel products and services, milestone brands and UX/UI Experience plus Web 2.0 and emerging trends.

### ARTISTIC PRODUCTION

- UX Design / Direction
- Logo / Graphic Design
- Interface UX / Design
- Media / Branding kits
- Interactive Media
- Application / Site Design

### BRAND TEAM MANAGEMENT

- Brand Design / Development
- Global Rebranding Initiatives
- Project / Team Lead
- Corporate Integrity
- Creative Staff Motivation
- Relationship Building

### MARKETING / PROMOTIONS

- Production Consult
- International Branding
- Consumer / User Assessments
- Online Communications
- Product Positioning
- Product Launches

## Achievement Highlights

- **Strengthened NETSCAPE'S™ brand and product suite by directing its global re-branding initiative:** Designed and managed browser, portal, media channels, print, and broadcast campaigns.
  - Directed a creative team of up to 20 in branding development, captivating branding elements (logos, marketing materials, video/broadcast, physical signage). Developed style-guides and documentation for NETSCAPE™ brand, adopted by the entire AOL/TimeWarner™ organization.
- **Provided creative vision and strategic direction to UX Designers on global re-brand, redesign, and launch of AOL™ International Portals.** Developed customized, efficient, and memorable branding elements, design components, modules, style-guides, specification documentation for deployment of portal aesthetic and structure for over 120 individual properties.
  - Partnered with off-shore creative/UX development team and individual country managers, aligning efforts to protect brand consistency, preserve original logo designs, and approve site launches.
- **Directed team of Designers and UX Designers on AOL™ Shortcuts product to develop consumer benefits and retention product and brand.** Communicated a clear creative vision; built high-performance, cross-functional teams, anticipating emerging technological advances and usage needs.
  - Developed branding and usability models and specifications documentation for Engineering.
  - Directed design of all branded promotions for Web, Print, Direct Mail and consumer materials.

## Career Chronology

### Creative Director (contract) - LeapFrog • 2008 to 2009

**Directed Design and UX staff; utilized team building, and leadership strategy.** Lead the design and development of original brand, interactive design, print campaigns, and UX Design. Delivered design solutions by consulting with clients one-on-one.

- Designed and directed UX and branding for clients including **Lily of France, Tommy Hilfiger, Sutter Home, Brown-Forman, Graco Baby.**
- Defined and directed strategic rebranding campaigns to change perception labeling.

**AOL LLC, Columbus, Ohio • 1994 to 2008**

Global web services company and advertising network with 113M unique monthly visitors. Major brand-partners and cross-divisional clients. Contributed with a progressive and accomplished creative career.

**Design Director** (2005 to 2008)

**Inspired creative teams in the design of AOL™ International Brands, Netscape, Time-Warner Products™ and clients, including HP™, Dell™, Wal-Mart™, and Sony™.** Lead staff meetings to brainstorm and spark creativity. Refined brand strategies, consistently exceeding goals and expectations. Led design development, product launches, logo design, production sets, presentations, new business development, and branding material implementation to attract targeted demographics.

- Inspired and provided creative leadership to 6 direct reports and a 20-member creative team.
- Designed and launched **AOL International Portals** and Channels for 35 countries via the creation of Global Branding Guidelines.
- Lead re-launch of **Wal-Mart Connect** and **Netscape** ISP products and marketing campaigns.

**Art Director** (2002 to 2005)

**Direct the creation of visual concepts by leading a creative team in the attention-capturing designs of products and commercial/corporate brands.** Managed UI and visual design projects, including portal design, mapping and strategy, consumer-facing sites, and promotional micro-sites. Established and nurtured key relationships with internal/external customers. Identified talent, recruited, and amassed remarkable creative staff members.

- Bolstered market penetration of **CompuServe** (internal) and **Wal-Mart Connect** by restructuring and rebranding both online and print marketing programs with more alluring campaigns.

**Senior Designer** (1994 to 2002) (CompuServe prior to 1998)

**Created AOL Time Warner™ Internet product branding and graphics programs.** Oversaw design and graphics delivery for CD-ROM multimedia magazine. Enabled rich media content broadband Internet service by creating interface and content. Optimized graphics and application delivery by revamping templates and design models.

- Tripled return traffic by designing features and templates for Celebrity and Movie Channels.

**Design Manager / Art Director** (1994) (N | S | L)

**Designed and developed branding elements and standards for Procter & Gamble Branding Agency.**

Designed and directed design of branding elements, programs and standards for consumer products – **Vidal Sassoon; Tide; Ivory.** Designed logos and brand identity kits, style-guides and partner usage guides.

- Designed type and font family for Vidal Sassoon.

## EDUCATION

Bachelor of Fine Arts in Design / Advertising Graphics, UNIVERSITY OF LOUISVILLE, Louisville, Kentucky  
Associate of Arts in Commercial Art / Photography, JEFFERSON COLLEGE, Louisville Kentucky

Technical Portfolio | Expertise in leading Visual and UI Design applications, Flash, and Adobe Creative Suite Photoshop, World Co-Instructor, Senior Technical Editor of Using Photoshop