



Professional Skills

User Interface
Responsive Design
Accessible Design
Creative Direction
Web and Print Production
Agile

Creative Team Management
Corporate Identity & Brand
Product Design
Adobe CC
HTML/CSS

Experience

Prudential Financial

March 2015 - Present

Vice President, User Experience

- Built and currently manage a UX team of over 18 UX/UI/visual designers, front end developers
- Responsible for the user experience of over 200 digital properties
- Directly managed the design, development, and deployment of Prudential's responsive visual design system, now completely responsive, accessible, and content-managed
- Partnering with multiple large-scale business units to implement digital standards across the enterprise

E*TRADE Financial

October 2004 - March 2015

Director, Visual Design (8/2014-3/15), Senior Manager (10/2004-7/2015)

- Manage the day-to-day operations of the E*TRADE Creative services team, including overseeing graphic, web/user interface designers, third party vendors and ad agencies
- Art Director on multiple large scale product and campaign launches across all channels including multiple internet properties, print, mass media, mobile, and branch merchandising
- Establish and enforce international brand/style guidelines in coordination with corporate standards
- Interface with multiple business lines, marketing and project managers to scope deliverables, assign/coordinate resources, and provide high quality deliverables within schedule
- Recent projects include: Redesign of mobile-first email platform, prospect site CMS implementation, design of new E*TRADE mobile platform, UI and design of global trading platform, redesign of mutual fund trading experience, design of extensive financial networking community website

Design Furious

April 2010 - Present

Founder and Chief Creative Officer

- Founded and currently lead a results-driven design and consulting studio specializing in digital design and print media. I support the ongoing marketing and product design needs for a select client base including The American Precious Metals Exchange, Trading Analysis.com, Vanare, BRC Partners, Shaw Funding, V-Max, and Team Combat

TD Waterhouse Investor Services, Inc.

March 2000 - October 2004

Senior Web Graphic Designer/Manager - Customer Communications

- Create, produce, art-direct and optimize online advertising campaigns for external marketing through third-party portal sites including MSN, Yahoo, Motley Fool, AOL
- Oversee multiple large scale marketing projects from drafting initial creative brief, scheduling, leading team meetings, obtaining legal/executive approvals, and fulfilling the finished creative
- Manage & art-direct advertising agencies and third party vendors
- Manage the front-end integration of new site components and technology
- Participated in two complete redesigns /rearchitectures of tdwaterhouse.com
- Coordinated with offline & print campaigns to produce a united brand message across channels

Experience

Microsoft Corporation

April 1998 - March 2000

Assistant Ad Design Manager, MSN Sidewalk.com, New York Division

- Manage in-house staff of ad designers
- Design local New York online advertising including websites, animated banners and tiles for Microsoft's Sidewalk.com and MSN websites
- Consult with merchants to develop and execute effective online advertising
- Service and maintain all existing advertising merchants
- Lead designer for select national accounts including Bloomingdales, B. Dalton, Rite-Aid, New York Life
- Train and familiarize all new Ad designers with procedures and software

FRANK & JEFF LAVATY & ASSOCIATES

January 1996 - April 1998

Artist's Agent

- Represent and solicit illustration work on behalf of 150 artists nationwide
- Competitively negotiate fees and usage for all incoming illustration projects
- Recruited and developed all new artists
- Designed all advertising materials including direct mail and directory advertising
- Serviced a client base of over 600 ad agencies, publishing houses and design studios

Education

NEW YORK INSTITUTE OF TECHNOLOGY - New York, NY

M.A. Communications/Advertising - 2005, With Distinction (4.0 GPA)

SCHOOL OF VISUAL ARTS - New York, NY

B.F.A. 1995, cum laude

Awards & Honors

- 2013 - 4.5 out of 5 rating for etrade.com User Experience by Kiplingers
- Recipient: 2007 E*TRADE Marketing Performer Award
- Recipient: 2006 E*TRADE President's Award
- Nominee: 2006 Webby Awards, Financial Services
- Recipient (Team): 2005 Webby, Best Online Banking
- Recipient: New York Institute of Technology Graduate Scholar Award, 2003-2005
- Recipient: TD Waterhouse Annual Award of Excellence 2002
- Recipient: TD Waterhouse Quarterly Award of Excellence Q2 2002
- Nominee: Financial Communication Society Online Design Award, 2001
- Recipient: School of Visual Arts Portfolio Scholarship
- Recipient: School of Visual Arts Chairman's Merit Award