



ABOUT

I wanna work with cool people and build cool stuff.

Brands live in the minds of the beholders; shaped by interaction. **I build brand experiences.** I translate, shape, and grow brand in the digital space.

I've been designing new media for **19 years** but still suffer night terrors spawned from the 16 color VGA palette. Being digital since 1990, my understanding of Information architecture, usability, accessibility, and compliance **sets me apart** from traditional creative directors. I help clients understand how a **digital brand strategy** can extend their brand experience.

When not actively destroying traditional television and print advertising, **I teach others** how to do it. I have taught both the design and development of new media at the college level and continue to speak at professional organizations and conferences.

My favorite color is the very web unsafe **DFE9D0**.



EMPLOYMENT

imc2 | Group Creative Director 8.07 - current

Manages a creative group of five CDs and 30 creatives within the UEX Department. Mentoring and guiding the teams and providing group vision. Responsible for the holistic user experience and creative quality. Responsible for how the UEX group aligns with the business objectives of the company.

imc2 | User Experience Director 1.05 | **Sr. User Experience Director** 1.06

Responsible for the holistic user experience and creative quality. Provided creative teams with strategy and vision for accounts. As Sr. UED I managed the 12 Dallas based UEDs and the group direction.

EDS | Creative Director 8.99 - 1.04

Responsible for delivering a positive end user experience and leading the creative department. I launched Bluesphere, an EDS company based on an agency model. I was responsible for developing the Bluesphere brand and organizational structure of the creative department.

i4 media design | Founder 7.97 - 8.99

Founded i4 media design, responsible for all aspects of new media development.

BusinessWorks | Art Director 5.96 - 7.97

Art direction, design, and production of multimedia computer based training.

EDS | Graphic Designer 9.89 - 5.96

Design and production of kiosks, CD-ROM, CBT, and multimedia presentations.

DSVC | Board Member Web Comittee | 7.07 - current

Collin County Community College | Instructor New Media Design | 9.94 - 1.04

Collin County Community College | Advisory Board AGDT | 9.97 - 9.99

University of Texas at Dallas | Instructor Internet Studio | 9.01 - 6.02



EDUCATION

Michigan State University

BFA, 1989 with an emphasis in Graphic Design and a minor in photography.



CORE COMPETENCIES

Creative Direction

- brand development
- creative development
- strategic development

User Experience

- ia and taxonomy
- user centered design
- marketing centered design

Relationships

- client facing
- team building
- individual development



CLIENTS

Alcatel, Alcon, Alli, Aventis Behring, Beckman Coulter, **Blockbuster**, CDG, **Coca-Cola**, Clairol, **Crest**, Crest Whitestrips, Diet Coke, Dryers, Dunkin' Donuts, EDS, Ericsson, **Exxon Mobile**, FIFA, Freeman, Gilda's Club, **GM**, Herbal Essence, Lean Cuisine, NEC, Nestle, NCL, Omni Hotels, **Pizza Hut**, P&G, Prilosec, Saftey-Kleen, **Samsung**, 7-Eleven, Scope, Skinny Cow, **Sony**, USA Hockey



RECOGNITION & SPEAKING

- 2008 Web Awards** Food Industry Standard of Excellence: PizzaHut.com
- 2008 Internet Advertising Competition Awards** Best Retail Ads the client did not pick: Express Fashion Creative Comps
- 2008 Interactive Media Awards** Outstanding Achievement: PizzaHut.com
- 2007 Interactive Media Awards** Best in Class, Kid's Division Crest's Brush2bWild.com
- 2007 Web Award Standard of Excellence** Scope's GetClose.com
- 2007 Interactive Media Awards** Outstanding Achievement, Consumer Goods: GetClose.com
- 2004 SxSW bag design** Finalist, interactive conference bag
- 2003 SxSW Web Awards** Winner, weblog category
- 2003 SxSW bag design** Winner, interactive conference bag
- 2002 Webby Awards** Finalist, education, Jason.org
- Speaking** 2009 Big Design Conference, 2009 DFWAMA meeting, 2009 National Student Conference, 2008 World Usability Day, 2008 National Student Show, SxSW 20x2