

OBJECTIVE: To create world class user experiences where information, form, and function integrate seamlessly.

WORK EXPERIENCE:

CBS Interactive, Los Angeles CA

Mobile User Interface Designer
December 2009– Present

- Designed multimedia marketing initiatives, websites, and user interfaces for mobile web, including WAP and iPhone, and mobile applications for iPhone, Android and Palm Web OS.
- Created user flows, site maps, user interface specifications, and wireframes. Worked closely in collaboration with Directors and Project Manager to present documentation and designs to clients.

Starbucks Coffee, Seattle WA

Lead User Experience Designer / Art Director
October 2005 – November 2009

- Set the creative direction for Starbucks websites and in-store digital platforms, working with business partners and the development team in implementation of the overall creative strategy.
- Managed design project schedules throughout development, working with project owners to make adjustments in scope or schedule as needed, while communicating with management of changes to ensure all projects were completed on time.
- Represented the creative strategy and design direction of projects in cross functional team meetings and provided expertise on the operational impact of projects based on scope, resources and expense. Reviewed third party RFP's with business owners to ensure that estimates were in line with the budget and project goals.
- Directed project briefings and presentations. Worked with partners at Apple to create a user experience for the iTunes Wi-Fi download service at Starbucks on the iPhone and iTunes. Art Directed a range of projects with partners at T-mobile, AT&T, Unilever, and Blast Radius to create compelling brand user experiences.
- Led the web team in implementing a tracking process to update existing websites through improving communication with members of the creative and marketing teams.
- Provided insight on how great design can effect the customer in positive ways and increase brand loyalty and ROI. Worked with business owners and the web team on the importance of designing for web development standards. As a result a policy was implemented to make sure all future websites are accessible and existing websites are brought up to W3C accessibility standards.

- Designed user experiences for websites, portals, in-store touch screen applications, mobile devices and digital displays.

Melanie Paykos Design, Los Angeles CA

Senior Designer

October 2002 – May 2005

- Executed creative solutions for print and web design, including corporate brand identity, style guides, packaging and environmental graphics for clients including Turner Classic Movies, Kodak, Sony, Paramount, Universal, TBS, MGM and Artisan Entertainment.
- Directed junior and freelance designers in visual design and production, managing multiple projects throughout completion.
- Communicated with clients directly to establish deliverables, time lines and present and review projects for design approval.
- Worked closely with the creative director and 3rd party vendors, including printers, exhibit display fabricators and developers throughout the design process to ensure a quality product for clients.

Instructional Technology, Seattle Pacific University, Seattle WA

Designer

September 2000 – March 2002

- Created interactive online lectures which incorporated course material and digitally captured audio for delivery through the universities website.
- Designed, developed and marketed the launch of the online masters degree web site which increased program awareness and lead to meeting and exceeding initial enrollment targets in the program.

EDUCATION:

Seattle Pacific University

Bachelor of Arts, Visual Communication

Bachelor of Arts, Business emphasis in Marketing

AWARDS:

AMFPHP.org Site of the Month

September 2007

Starbucks Entertainment Website

Print Magazine Design Annual

December 2004

Book Cover – Turner Classic Moves Picture Show

How Magazine Annual International Design Competition

April 2004

Book – Turner Classic Movies Picture Show

TECHNICAL KNOWLEDGE:

Proficient with Photoshop, Illustrator, InDesign, Acrobat, Fireworks and Omnigraffle. Experienced with, After Effects, Motion, Final Cut Pro, Flash, XHTML, CSS and web standards development.

REFERENCES:

References upon request.