



Ruth A. LaGue

Senior Art Director

Award-winning web designer with experience working with clients in insurance, financial and technology industries seeks an opportunity in a growing company, where my creativity and vendor management, client liaison and supervisory skills will be best utilized.

EXPERIENCE

Fidelity Investments, Boston, MA

10.2011– current

Principal Visual Designer/ User Experience Design

- Design lead for retail (post login) pages and customer service areas in a responsive design site environment, which reaches millions of users
- Work closely with IAs, style guide/governance, usability, business, UXD developers and off-shore developers in the Agile process
- Support 8 teams (15 UX designers) reviewing designs, communicating visual styling
- Support and communicate site visual system to business leads
- Supervise 4 visual designers

Consultant, Boston, MA

09.2001– 10.2011

Self employed

- Design lead for a variety of clients in the insurance, managed care and financial industries
- Projects involved establishing a consistent look and feel in line with brand attributes over internet, extranet and intranet
- Worked closely with third party vendors (technology) for consistent translation from design to production – includes Oracle Portal vendors

Agency.com, Boston, MA

11.1999 – 09.2001

Senior Art Director

CIGNA Corporation:

- Design lead for a multi-million dollar, 1000 page, award-winning redesign effort for a major AOR relationship for AGENCY.com. A site described as "right on brand" by the client.
- Communicated extensively with client, pitching brand and creative solutions.
- Worked with client's technical team and third-party vendors, translating expectations and implications of redesign.

235 Wachusett Street #2
Jamaica Plain, MA 02130
617 688 7688

ruthalague@gmail.com

EDUCATION

Rhode Island School of Design,
Providence, RI

BFA 1986

Simmons College, School of
Management, Boston, MA

MBA 2002

SKILLS

Sketch	●	●	●	●	○
Illustrator	●	●	●	○	○
Photoshop	●	●	●	○	○
Fireworks	●	●	●	●	○
Agile	●	●	●	○	○

PORTFOLIO

www.ruthalague.com





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Senior Art Director

EXPERIENCE (continued)

CIGNA Corporation:

- Developed and produced a print and online style guide process for redesigned site – a standardized ROI vehicle for AGENCY.com – used to instruct clients’ internal and external teams on best practices and consistency of navigation, look and feel, font, link and image treatments.

Liberty Insurance:

- Led a team of designers for a broker/consumer site redesign for the company's Brazilian affiliate.
- Developed a consumer site establishing a consistent use of brand and positioning across the organization.

THINK new ideas, Boston, MA

05.1996 – 04.1999

Art Director

- Led a team of junior and senior designers in a redesign effort for Progress Software, a key client.
- Established creative solutions for a variety of multimedia, web and CD-ROM projects.
- Worked with account managers to establish creative budget projections.
- Designed award-winning site for Lois Paul & Partners. A site delivered on schedule and within budget.

Major Clients:

Fidelity Investments, Progress Software, Evergreen Investments, Manulife Insurance, Stratus Technologies

WABU-TV, Channel 68, Boston, MA

03.1994 – 05.1996

Design Director

- Established and supervised the brand identity for the television news station through promotion, scenic design, show opens and interior graphics, collateral materials and invitations.
- Supervised design, freelance, and interns in the process of on-air graphics from concept to production.

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Agile	●	●	●	○	○

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Ruth A. LaGue

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EXPERIENCE (continued)

WHDH-TV, Channel 7, Boston, MA

02.1987 – 03.1994

Design Supervisor

- Developed designs and conceptual approaches to the station’s overall look, campaigns and promos (both events related and topical).
- Hired, trained, and developed interns and freelancers in the production of print and on-air projects.
- Designed award-winning collateral materials, sales packages and print advertising.

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