

## **QUALIFICATIONS**

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 designers) reviewing designs, communicating visual styling
- Support and communicate site visual system to business leads
- Supervise 4 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 involve establishing a consistent look and feel in line with brand attributes over internet, extranet and intranet
- Work 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.
- 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.

**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.

**EDUCATION**

Rhode Island School of Design, Providence RI BFA, 1986

Simmons College, School of Management, Boston, MA MBA 2002

**AWARDS**

2001 International Web Awards  
Web site for CIGNA.com

1997 MIMIC Award  
Web site for Lois Paul & Partners

1992 Broadcast Designers Association  
Bronze – WHDH-TV Sail Boston promotional package

1990 Broadcast Designers Association  
Bronze – WHDH-TV News series ads

1989 Broadcast Designers Association  
Bronze – WHDH-TV Station holiday card

1988 Broadcast Designers Association  
Gold – WHDH-TV Fall sales package

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**PORTFOLIO**

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