



EXPERIENCE

Massify, New York, NY <http://massify.com>

2008.07 - 2008.09 **Design Director**

- + Interviewed industry experts and brainstormed ideas to help shape the growth of this social network targeted for independent filmmakers.
- + Revamped overall UI design with a better focus in showcasing user content and in-house competitions.
- + Strategized with marketing team to promote the site via social media.

IconNicholson / LBi International, New York, NY <http://iconnicholson.com>

2002.09 - 2008.06 **Art Director + Senior Interface Engineer**

2000.09 - 2002.08 **Senior Designer + Senior Interface Engineer**

1999.09 - 2000.08 **Designer**

- + Became the first cross-competency employee in the company's history worldwide to work in both design and technology disciplines.
- + Made seminal contribution to the development a patent-pending concept called Social Retailing which was named Time Magazine's Invention of the Year 2007. The concept helped Nanette Lepore reach out to a younger audience by mashing up social media in the retail space. It was first unveiled at the National Retail Federation's (NRF) BIG show in 2007 and later showcased at Bloomingdale's flagship store in New York.
- + Created interactive prototypes for the Prada Web 'Vomit' concept with Reed Kram and Rem Koolhaas. Developed the Prada Staff Device and Prada Intranet for their flagship Epicenter store in SoHo, New York.
- + Conceptualized, designed and developed Web sites, interactive advertising campaigns for global Fortune-500 companies for a diversity of industries: financial, non-profit, pharmaceutical, retail, management consulting.
- + Specialized in brainstorming ideas to harness existing technology to solve business challenges for existing clients as well as new business proposals.
- + Worked collaboratively in multiple-disciplinary teams and involved in all stages of project development. Tasks included idea generation, storyboard development, user interface design, interaction design, visual design, UI system development, and interactive prototyping.
- + Administered the company internal blog and contributed avidly to the company wiki for better knowledge sharing and knowledge management.
- + Initiated bi-weekly lunch meetings in the design department to foster a tighter sense of community.
- + Devised and designed the first signage system for the New York office.
- + Clients included: AOL, Bank of America, Bristol-Myers Squibb, Chubb Insurance, David's Bridal, EMI Music Publishing, Forest Laboratories, Fujifilm, IBM, IconMedialab, MasterCard Advisors, MasterCard International, McKinsey & Company, Morgan Stanley, Nanette Lepore, Project Rebirth, Prada, Regus Group, Songwriters Hall of Fame, Wall Street Rarities, WebMD, Ziff Davis Media.

Agency.com, New York, NY <http://agency.com>

1997.06 - 1997.08 **Freelance / Intern**

- + Designed and developed Flash applications and web sites for British Airways, GTE and Lucent Technologies.
- + Initiated and lead the design / development of the company's second-generation intranet .
- + Transferred working knowledge on Flash and Shockwave with in-house art directors and developers

EDUCATION

Yale University, New Haven, CT <http://yale.edu>

1995.09 - 1999.05 Bachelor of Arts in Art, concentration in graphic design

AWARDS + RECOGNITION

- 2009 Global color usage diagram (infographics)
+ Web Design Depot: 25+ Useful Infographics for Web Designers
- 2008 Meta Search Alerts (Yahoo! Pipe)
+ ReadWriteWeb: The Ultimate Yahoo! Pipes Creations List
- McKinsey & Company recruiting site (roles: interaction design, Flash development)
+ Gold Omni Intermedia Awards
- 2007 Social Retailing (roles: concept, interaction design)
+ Time Magazine's Invention of the Year
+ Patent-Pending
+ Good Morning America's segment Hot Tech for Hot Styles
+ Press coverage in BBC, CBC, C|Net, CNN, International Herald Tribune, New York Times, Red Herring, Reuters, USA Today, Washington Post and Yahoo!
- BMS Light to Unite 2006 (roles: creative direction, visual design, interaction design)
+ WWW Health Award Silver
+ Step Magazine Best of Web
+ WMA Web Awards Outstanding Website
- 2006 BMS Reyataz SoundJam (roles: visual design, interaction design, Flash development)
+ WMA Web Awards Outstanding Website
- BMS Light to Unite 2005 (role: visual design)
+ WMA Web Awards Outstanding Website
- 2005 Project Rebirth (roles: interaction design, Flash development)
+ One Show Interactive Merit Award
+ Omni Intermedia Awards, Bronze Winner
+ Graphis Interactive Annual
+ WMA Web Awards Best Non-Profit Website
+ Communication Arts' Design Interact Site of the Week
- Duplexlab.com (role: interaction design, Flash development)
+ Graphis Interactive Annual
- Regus Group (role: visual design)
+ WMA Web Awards Standard of Excellence
- 2004 EMI Music Publishing (role: visual design)
+ One Show Interactive Corporate Image B2B Website Merit Award
- MasterCard Weekends Matter (role: Flash development)
+ WMA Web Awards Best Financial Services Rich Media Online Campaign
+ New York Festivals Finalist
+ Media Magazine Creative Media Awards

AWARDS + RECOGNITION (CONT.)

- 2003 IconNicholson Holiday Card 2002 (roles: concept, interaction design, Flash development)
+ One Show Interactive Merit Award
- 2002 Prada (roles: staff device development, web site prototyping)
+ Press coverage in Forbes, Business Week, Vanity Fair, The Associated Press, Executive Technology, CRN, Stores, iMarketing News, VAR Business and Entertainment Design
press coverage

PROFESSIONAL AFFILIATION

AIGA, IxDA

ADDITIONAL INFORMATION

Design software: Photoshop, Illustrator, InDesign, Lightroom, Inkscape, After Effects, Flash.

Music software: Ableton Live, Sony ACID Pro, Sony Sound Forge.

Languages / fluent: ActionScript, Chinese, CSS, English, HTML, JavaScript, music notation, XML.

Languages / conversational: Bash scripts, C#, Java, Processing, Python.

Interests: Algorithms, electronica, information design, Linux, maps + diagrams, music composition, network theory, open source technologies, search engines, skydiving, user interface research, visualization.

Passion: Personal branding, photography, random universe, typography, synergy.