

## DESIGN LEADER, CREATIVE DIRECTOR

theresa m.  
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Passionate design leader with 12 years experience in various areas of design including interaction design, branding and identity, web, print, commercial and production. I love working with talented people and have a strong record of building and leading high performing design teams with emphasis on value creation.

### technical skills

Adobe Creative Suite5, HTML, CSS, Microsoft Suite, After Effects, Final Cut Pro, Acrobat, Fireworks, Training/Teaching, Windows, Macintosh

### work experience

(Apr.2010-Oct.2011)

#### **BuyWithMe, Inc. New York, NY**

Creative Director / Design/UX Director

<http://www.buywithme.com>

- Helped build the product organization from scratch and nurture the growth of an extremely talented group of interactive designers, engineers and product experts
- Led and managed the design team as well as the user interface, marketing and branding efforts of BuyWithMe.com
- Rebranded BuyWithMe, created and enforced brand standards
- Helped define and deliver the company's first iPhone application
- Rebuilt the web-site and re-defined the core consumer experience by injecting real social contexts into the deal discovery and purchases processes
- Coordinated daily with COO/CPO and leadership team to review teams and projects to address potential issues and to determine actions needed
- Worked closely with leadership team to build product strategy and help define a niche for the organization in the daily deal space.

(Jul.2006-Apr.2010)

#### **Travelocity New York, NY**

SR. WEB DESIGNER

<http://www.travelocity.com> | <http://www.lastminute.com>

- Developed new and creative promotions with merchandising team
- Worked closely with product management to develop the user interface for new site features and enhancements to meet business objectives
- Created deliverables, including but not limited to visual mock-ups and specification documents
- Led design direction for new homepage design lastminute.com for US
- Led design for microsite (IA and visual design) and branding for <http://travelforgood.com>
- Coded pages and enhancements using html and css
- Redesigned and maintained art direction for weekly newsletter with over 380,000 recipients
- Worked closely with the information architecture team to translate wireframes into prototypes and visual mock-ups
- Mentored junior designers and provided design training to Customer Experience group at annual seminar for three consecutive years.
- Established, project managed and delivered training documentation and style guidelines for design organization.

(Oct.2005-Jul.2006)

#### **Transmedia Corp New York, NY**

SR. GRAPHIC ARTIST / ART DIRECTOR

<http://www.transmediacorp.com>

- Managed multiple projects at once ranging from static to motion graphics, flash animations, websites, icon set designs, etc.
- Designed interface and icons for online desktop that has received excellent ratings and recognition from NY Times, USA Today, Wall Street Journal and many other elite media sources.
- Designed, developed and maintain 3 corporate websites.
- Created/managed marketing materials for print and email distribution.

- (1998-present) **Self Employed, Graphic & Web Design / Consultant**  
 GRAPHIC & WEB DESIGN, ADVERTISING DESIGN, AND IDENTITY SYSTEMS  
<http://www.treemarie.com>  
 Graphic Design, Flash Animation, Brochures, Flyers, Postcards, Menus, Stationary Systems, T-shirts, Vehicle Decals, Large Format, Design Consulting, Original Logo Design, Company Identity System Development, Advertising Design, Original Website Design and Maintenance, Animation, Illustration, Sculpture Installation  
 \*Samples available upon request.
- (Aug.2003–Aug.2005) **The Chubb Institute Arlington, VA**  
 GRAPHIC DESIGN & MULTIMEDIA INSTRUCTOR  
<http://www.chubb institute.com>  
 -Provided intense training for upcoming professionals in the area of graphic design, multimedia and HTML fundamentals.  
 -Technical training includes Adobe Photoshop, Illustrator, Dreamweaver, Flash, Director, HTML and Quark Express.
- (Dec.2001-Feb.2003) **iKoya, LLC Fairfax, VA**  
 GRAPHICS / ART DIRECTOR  
<http://www.ikoya.com>  
 -Designed static and motion graphics for Cine Award-nominated TV commercials, documentaries and corporate videos using Adobe Photoshop, Macromedia Flash, Adobe After Effects and Final Cut Pro  
 -Head designer for several print and ad campaigns and Web Sites.  
 -Animated an eight-minute pilot proposed to PBS and WETA for a children's show called, "BackPack Angels", using traditional methods and Adobe software (Photoshop, Illustrator, After Effects).  
 -Developed <http://www.ikoya.com/music> videos to promote filming of a music video. (link is no longer active)  
 -Provided Art Direction on location for several commercials, documentaries, corporate pieces and photo shoots. Art direction included set and costume design, makeup and occasional set photography.  
 \*Demo Reel available upon request.
- (May1999-Dec.2001) **Express Visa Service, Inc. Washington, DC**  
 ASSISTANT WEB MASTER / GRAPHIC DESIGNER <http://www.expressvisa.com>  
 -Designed Flash animations and web ready graphics for the Web Site, various trade shows, online business proposals.  
 -Co-Developed Web Site using HTML, JavaScript and Cold Fusion.  
 -Maintained existing Web relationships with partner corporations and travel agencies.  
 -Created training manuals for conducting Web Site updates that also teach graphic design techniques.  
 -Developed various other marketing materials for trade shows and sales meetings including banners, business cards, mailing labels, stickers, and brochures.  
 -Designed 220 fill able PDF Visa Applications for Web Site.  
 -Designed presentation booth, graphics and streaming Flash demo for National Business Travel Association (NBTA).  
 -Designed original product logo for EasyForms™, also worked on a team to develop, implement and maintain this system.  
 -Managed all print work for trade shows, sales kits and events, designed all material for events including brochures, cards, folders, etc.  
 -Designed new web site design using style sheets, which helped to bring their company into the new millennium with an updated look.  
 \*Examples of work available upon request.

## education & training

- (1996-2000) George Mason University, Fairfax VA  
 Bachelor of Arts: Computer Graphics and Design and Studio Art  
 Computer Art and Animation, Advanced Multimedia, Computer Graphics,  
 Graphic Design, Media Literacy, Digital Photography, TV Production, Advanced Sculptor Topics