

DESIGN LEADER, CREATIVE DIRECTOR

theresa m.
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Passionate design leader with 13 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

(1998-present)

Treemarie, LLC Brooklyn, NY

OWNER, CREATIVE DIRECTOR

<http://www.treemarie.com>

Creative Consulting, Art Direction, Interaction Design, UEX, Brand Consulting and Corporate Identity, Web Design including HTML, CSS and Javascript and experience with CMS tools, Graphic Design, Illustration, Flash Animation.

Also, original Glass and Sculpture Installations- mosaic, stained, and fused glass.

*Samples available upon request.

(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, Inc 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.

(Aug.2003–Aug.2005) **Anthem Education Group (formerly, The Chubb Institute) Arlington, VA**
DESIGN & MULTIMEDIA INSTRUCTOR
-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) **IKM Productions (formaly, 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 Photoshopt, 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**
GRAPHIC & WEB 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 (3.7 GPA)
Computer Art and Animation, Advanced Multimedia, Computer Graphics,
Graphic Design, Media Literacy, Digital Photography, TV Production, Advanced Sculptor Topics