

Marie is a passionate and focused UX & Creative Director putting her extensive background of interactive design and user experience out there for the good of creative teams everywhere.

- She has a proven track record of successfully translating clients' visions and goals into powerful and attractive branded design and exceptionally effective user-centric features
- Her unique expertise in visual design, UX & UI design, strategy, web development, and targeted business goals gives her a thorough and intricate knowledge across the entire project lifecycle
- She's able to successfully resolve design and UI challenges with effectively executed resolutions
- Marie successfully manages in-house design teams to ensure high quality, smooth workflow and strict deadlines are met with professionalism and creative finesse
- Client collaborations include: ACLU, Alaska Airlines, Amazon.com, The Boeing Company, Classmates.com, Glam.com, Idearc SuperPages, Microsoft, PopCap Games, Z2Live and numerous startups

core competencies

- UX strategy & planning
- UX & UI design
- Mobile Visual & UX Design
- iPhone, iPad & Android experience
- Wireframe creation
- Prototype development
- Hand-Code CSS, XHTML, JavaScript
- Art direction, mentoring and teambuilding/coaching
- Usability & analytics analysis
- Drupal CMS setup
- Drupal custom theming
- Project management
- Troubleshooting & problem solving

technical background

Platforms: **Mac, Windows, UNIX, Linux**

Tools: **Adobe Creative Suite, Omnigraffle, Balsamiq**

Development: **CSS, XHTML, AJAX, JavaScript, PHP, MySQL, Drupal, SVN/version control**

professional experience

PRINCIPAL & EXPERIENCE DIRECTOR, **Awesome Giant – Seattle, WA** | 1996 - Present

UX and creative consultant focused on user experience design & strategy, brand development, and mobile apps

- Provide visual design and user experience expertise to businesses and agencies nationwide
- Work with numerous startups defining the brand, creative direction, and product UX
- Provide full UX analysis and reports to improve usability and conversion
- Provide front and back-end development services, collaborating with in-house dev teams
- Successfully collaborated with in-house design teams for clients including Amazon.com, Dex Knows, Idearc SuperPages, PopCap Games, and many more

CREATIVE DIRECTOR, **Doyenz, Inc. – Bellevue, WA** | 2010 - 2011

Doyenz is a startup that provides cloud-based disaster recovery services for managed service providers

- Lead the creative vision, user experience and web development
- Spearheaded & executed on full rebrand and corporate site redesign
- Conduct usability tests and presented a UX analysis report with optimization recommendations
- Assist marketing with all creative needs both online and offline
- Manage a team of contractors as well as provide hands-on contribution
- Manage web development; Architected recent website redesign in Drupal 6

CREATIVE DIRECTOR, **Alphabox Creative – Seattle, WA** | 2010

Alphabox Creative is a startup full-service creative agency

- Spearheaded a full rebrand offline & online for this early stage startup
- Established and managed the creative direction for all client projects
- Led client pitch meetings, prepared supporting visuals and pitch work
- Sourced talent to build a new in-house creative team

FOUNDER, Sparkle*Shelf, LLC – Seattle, WA | 2007 - 2009

Sparkle*Shelf was a vibrant social network and webzine for fashion and beauty addicts.

- Sold sparkleshelf.com in August '09 to a Seattle startup
- Successfully built a community of thousands of registered members, and unique visitors on a minimal budget
- Contributed entirely to the concept, design, development, and maintenance for the web property
- Responsible for full brand development, product design, and product development
- Managed an editorial team of 15 writers
- Analyzed stats and continually optimized features for conversion and usability

WEB ART DIRECTOR, PopCap Games – Seattle, WA | 2006 - 2007

PopCap Games is a leading casual games developer, releasing titles such as Bejeweled and Plants vs Zombies

- Established and managed the creative vision and user experience for PopCap.com
- Key stakeholder involved in strategic decisions affecting PopCap.com
- Built and established an in-house team of designers and front-end developers
- Provided art direction, strategic planning, innovative solutions for design challenges
- Lead a total site redesign and rebrand which greatly improved usability and contributed to an increase in download conversions
- Managed an ongoing effort to optimize site performance that lead to increased conversions
- Required familiarity with Web metrics data using Omniture, as well as knowledge of HCI and UI standards
- Responsible for team planning, budget, hiring, management, contractor management, resource allocation, scheduling, and mentoring

DIRECTOR OF UX & CREATIVE, CarDomain Network – Seattle, WA | 2006

CarDomain Network is the web's largest community of car enthusiasts

- Lead the creative vision and user experience for the company's online community and retail store
- Managed and art directed both online and offline creative
- Interfaced with multiple departments to accurately translate goals to the finished product
- Required a thorough understanding of the creative design process, UI (user interface) design, branding strategy and cross-departmental project management
- Managed a team of designers and developers, providing mentoring and team building
- Implemented a new working process and team strategy to increase efficiency and better allocation of resources

DESIGN DIRECTOR, Donordigital – San Francisco, CA | 2004 - 2006

Donordigital is an agency that provides fundraising solutions for non-profits, advocacy and candidates

- Managed the design and development for all projects supporting offices in San Francisco and Washington D.C.
- Provided art direction and established the creative strategy for this agency
- Required a thorough understanding of all aspects of web design, programming, and Flash
- Required extensive knowledge of online marketing strategies and campaign creation
- Implemented a company wide project management process that increased efficiency of the project lifecycle
- Established, managed and mentored a team of designers, developers, and production staff
- Projects included marketing campaigns, interactive media and website designs for high profile clients such as ACLU, Amnesty International, The Human Rights Campaign, Humane Society and NARAL Pro-Choice America

SENIOR DESIGNER, Classmates.com – Seattle, WA | 2002 - 2004

Classmates.com is a service-oriented Website connecting people

- Served as lead designer and art director for a team of designers
- Interfaced daily with marketing, copywriters and developers to create visually engaging interfaces
- Lead designer for corporate website redesign initiative, and redesign of email products

CO-FOUNDER & DIRECTOR, Ash White Multimedia – Seattle, WA | 1999 - 2002

Oversaw startup of this creative agency specializing in online marketing and interaction design

- Lead creative direction for all projects
- Managed team of designers and developers
- Received recognition as "Site of the Day" from Macromedia for interactive Flash site, ashwhite.com

affiliations AIGA, SIG CHI, SIG GRAPH

education BA in Painting 1996, University of Washington

portfolio www.awesomegiant.com