

ENTREPRENEUR | DESIGNER | CREATIVE DIRECTOR | MARKETER | CONSULTANT

Successful entrepreneur possessing a unique blend of artistic design capabilities, technical expertise, and high-level strategic problem-solving skill. Experienced leader with passion for designing compelling, memorable user experiences and proven record of achieving measurable return on investment for expansive government agencies, Fortune 100 companies, major sports associations, and fledgling start-up operations. Demonstrated capability of managing and executing award-winning interactive, cross-platform projects from concept to completion.

AREAS OF EXCELLENCE

- Application Development
- Business Analysis
- Customer Experience Design
- Creative Direction
- Cross-Platform Solutions
- Interactive Marketing & Media
- Mobile Applications
- Organizational Leadership
- Project Management
- Software Development
- Strategic Consultation
- Technology Consulting
- User Experience (UX)
- User Interface Design

PROFESSIONAL EXPERIENCE**COMPANY NAME REDACTED****Jan. 2007 to present****PRINCIPAL & CREATIVE DIRECTOR***(Privately Held Company)*

Founded award-winning full service interactive agency and consistently achieved 18% annual growth in stagnant economy. Provided technical expertise, creative direction, UI design, strategic consultation and leadership for team of designers and developers in creating custom, cross-platform solutions for global clientele.

Key Projects:

- **Social Intranet Application** (*Jamestown Properties*): Achieved enhanced employee engagement and improved company productivity with cross-platform solution. Handled project from concept to completion and executed 18-month strategy to design, develop, and launch to global team.
- **Analytics and Reporting Application** (*Intercontinental Hotels Group*): Improved analytic and strategic ROI result times by up to 89%. Provided strategic direction, design and development of easy-to-use, visually appealing, web-based application, allowing employees to efficiently gather, analyze and interpret critical data.
- **Game Time Application** (*NBA*): Increased fan accessibility and engagement by outlining UX strategy and UI design for cross-platform interactive Web Application followed by a series of Native Applications for Devices, including Roku, Samsung, Vizio, Panasonic's Viera Connect, etc.
- **Time Tracking Application** (*ESI*): Helped company capture \$1M through increased efficiency the first year alone by launching cross-platform time tracking and project management application suite. Analyzed workflow then conceptualized, designed, and developed a custom solution.
- **Point-of-Sale Ticketing System** (*PGA*): Provided strategic UX direction, UI design and technical support for cohesive, streamlined event ticketing and will call system. Resulted in reduction in training times by half, minimized wait times, and increased sales.
- **Training Portal** (*Confidential Federal Agency*): Met with key stakeholders to analyze needs, identify opportunities, and deliver recommendations for multi-version employee training project. Handled all aspects including strategy, concept, design and development.
- **Other Key Clients:** Bank of America, Canon, Chick-Fil-A, Clear Channel, Lowes, Microsoft, Motorola, Sears, Sprint and Walt Disney.

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SAMPLE CLIENT

Atlanta, GA

Email@Email.com

(xxx) xxx-xxxx

View details on these projects and more by visiting **WEBSITE REDACTED**See full list of clients by visiting **WEBSITE REDACTED****COMPANY NAME REDACTED****September 2011 to present****CO-FOUNDER & PRESIDENT**

Founded company to offer simple, fun, engaging mobile utilities. Currently one product (A List: Cigars) selling in App Store with more scheduled for future release.

- Provided strategic guidance in concepting and design of new applications; successfully managed overseas technical development; oversaw day-to-day management, marketing, forecasting, and new company initiatives.

COMPANY NAME REDACTED**August 2008 to June 2010****FOUNDING PARTNER**

Helped define and build digital signage solutions marketed to businesses, schools, churches and non-profit organizations.

- Featured on Mashable and in other industry publications; demonstrated product to Texas A&M, UGA, and numerous "mega churches".

COMPANY NAME REDACTED**October 2003 to May 2007****DIRECTOR OF INTERACTIVE MEDIA & TECHNOLOGY**

Worked in coordination with company President/CEO, COO and other key directors to define sales and growth strategy, resulting in rapid expansion from initial 5-person to team to over 20 employees. Advised and oversaw Design and Technical teams, providing leadership in defining client goals, designing interactive solutions, and developing custom applications.

- Assisted leading wireless telecommunications company in achieving lowest turnover rate in the industry while doubling customer satisfaction ratings by concepting, designing and developing internal marketing campaigns and measurement systems.

COMPANY NAME REDACTED**April 2005 to April 2007****INTERACTIVE DESIGN & DEVELOPMENT INSTRUCTOR**

Provided instruction for courses in Interactive Marketing, Strategy and Design at this accredited, two-year, portfolio-building educational institution.

- Helped grow the program and curriculum by providing recommendations for extended educational objectives; developed long-term relationships as a mentor to students.

EDUCATION

Associate of Arts, Interactive Media Design, Art Institute of Atlanta
Magna Cum Laude, Winner "Best in Show"

2002 to 2004

Computer Programming/Web Development Certification, Kennesaw State University

2001 to 2002**AWARDS & ACCOLADES**

- Webby Awards
- Addy Awards
- FWA Awards
- Internal Davey Awards
- Silver Flame Awards
- The Communicator Awards
- Creative Awards
- Macromedia Site of the Day
- Adobe Site of the Day
- Atlanta Creative Young Professional Award 2005 (nominee)
- The One Show

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ORGANIZATIONS & AFFILIATIONS

- Atlanta Adobe Experience Design (XD) Users Group (founder and manager from Jan. 2006 to 2009)
 - Grew to over 250 professionals in less than 2 years.
- Metro Atlanta Chamber of Commerce
- Technology Association of Atlanta (TAG)
- Atlanta Interactive Marketing Association (AiMA)
- Atlanta Web Design Group (AWDG)
- Porsche Club of America (PCA)
- Audi Club of North America (ACNA)

PUBLICATIONS

Work featured in numerous industry publications including CommArts, Create, HOW Magazine, MXDJ, Web Developers and Designers Journal.

PERSONAL INTERESTS

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|----------------------|---------------|
| ▪ Boating | ▪ Motorsports |
| ▪ Entrepreneurship | ▪ Porsche |
| ▪ Family | ▪ Real Estate |
| ▪ Fine Craftsmanship | ▪ Technology |
| ▪ Investing | ▪ Travel |