

Senior interactive designer/art director – Project manager

I SPECIALIZE IN MARKETING COMMUNICATIONS

As a media professional for over twenty years, I have created and managed countless projects of a marketing or informational nature:

🔄 Interactive / Print / Multimedia Design

Web standards – XHTML / CSS / XML
Flash Animation / Video / Multimedia
Image creation, manipulation
E-business
Copywriting

🔄 Information Architecture

Content flow & structure
Site mapping / Wire framing

🔄 Usability / SEO

Effective content display
Web site optimization
Search optimization
Audience profiling / Usability studies

🔄 Project management

Scheduling / Budgeting / Vendor relationships
Team coordination / Mentoring

I employ the necessary business-acumen to work with clients, and am imaginative enough to create the essential materials that inspire viewer attention and stimulate positive action.

Best Regards,



Rick Resnick

TOOLS & SKILLS

My current tool-set:

Adobe - Dreamweaver / Flash Professional / Photoshop /
Illustrator / Premiere / InDesign / Audition
Microsoft - Visual Studio forms designer / Office / Powerpoint

Other tools I have used:

After Effects / Authorware / Director
Avid Media-Composer digital video editing system
Lightwave 3D & Electric Image 3D animation software
Sony Betacam A/B roll edit system

Technologies:

HTML / CSS / XHTML / Flash ActionScript / XML

I have an understanding of all mainstream web-development, multimedia and print technologies and am hands-on with design technologies like CSS and XHTML. I am also capable of coding navigational and interactive Flash Actionscript 2.0 and am a Certified Flash designer. I have worked extensively with web programmers, and read constantly, remaining current with industry trends, ideas and methodologies.

CAREER HISTORY

August 2008 to present

Art director / Mayo Clinic

I specialize in interactive projects such as web sites, Flash presentations, advertising and interactive PDF files but also perform some print tasks. One recent project is www.mayoclinichealthsolutions.com a site where I was IA, SEO advisor and principle XHTML, CSS Flash developer.

April 2008 to August 2008

Freelance / Flash presentations and general web work

December 2006 to April 2008 – Nightingale-Conant

Senior web designer / Art Director

I was recently engaged with a company selling audio programs through the internet. For several months I acted as the lead creative/ IA and XHTML/CSS developer in a .NET conversion project, for the main company web site, www.nightingale.com and 4 sister sites with over 1,000 items and hundreds of sales per day, using Dreamweaver, Visual Studio, Photoshop and Flash. I was involved in collaboration with the marketing staff, creating and managing the company's various marketing initiatives in way of landing pages, banners and Flash presentations, as well as routine site maintenance, and art-direction of emails.

March 2005 to May 2006

Media design / Marketing communications

I held the position of Director of Marketing & Communications for Clarity Consulting, a technology services firm in Chicago. My duties included media design, copywriting and strategic & tactical marketing. I initiated a company blog and wrote my own marketing-communications blog. I designed the company [web site](#) print work, including a [brochure](#) and a [booth-display](#), and a [Flash presentation](#).

January 2002 to March 2005

Senior interactive designer / MarComm consultant / Project manager

Under the name Mediactrics I have produced and created [web sites, multimedia marketing presentations](#)) and [print work](#), and have acted as a marketing-communications consultant, creative director, senior designer, project manager, information architect and usability consultant. Other activities involved were copywriting, search-optimization, content-creation and technical supervision.

June 1999 to January 2002

Senior Flash - web designer / MarComm consultant

I created online marketing presentations for a startup company called Cyber-Marketing located in Phoenix, AZ. My duties were to conceive and implement Flash presentations and web sites for medium to large corporate clients. I led a 5-person team of designers and asp developers.

February 1997 to May 1999

Senior web designer

I was a front-end developer for Hot Yellow, a startup company in Phoenix, AZ. I was in charge of leading another designer and a PHP/CGI developer in creating and maintaining a corporate web site and several hundred small affiliate web sites and banner advertising.

October 1991 to December 1996

MarComm assistant / Multimedia producer / Art director

Speedfam Corporation was an established semiconductor manufacturer with several international locations headquartered in Chandler, AZ. Under the direction of the Marketing Director, I was responsible for an extensive intranet, and for creating and implementing internal & external multimedia training CDs and video productions for many international trade shows, where I worked with programmers to display my work on large TV-walls. I created 3D animations and performed all video editing, CD authoring and HTML coding. I also acted as Art Director to outside advertising agencies.

July 1987 to October 1991

Video director / producer / editor

I produced and directed corporate video presentations in Phoenix, AZ for Turbo Productions. I wrote scripts, designed sets, rehearsed actors, directed camera-crews, edited video and audio and in general, supervised every person having something to do with the productions, sometimes as many as 75 people.

June 1984-July 1987

Music video director

I produced and directed music-videos for my own company, Ground Zero productions in Chicago, IL. This involved script-writing, camera-direction and video-editing. I performed my own post chores including Graphic creation with a Sony Genlock computer, music composition with 16-track recorder and video editing with Sony 3/4 inch A/B roll system.

SOME PROJECT HIGHLIGHTS

E-commerce web site for A V V E N T U R A Shoes

This e-commerce site operated with a PHP/My SQL-based shopping cart. First, I architected the content-flow and built a wireframe to test the site features. I supervised the development team to code the functionalities my client needed, and acted as lead creative on the project, designing the layout and supervising a small design team. Finally, I conducted user-testing on the site and adjusted the layout and navigation for usability, and optimized the copy and tags for search-rankings.

Intranet and Multimedia Presentations for SpeedFam International

The intranet had several thousand pages, and I was the chief content architect, senior designer and copywriter on an on-going basis. The multimedia presentations involved producing video, 3D animation, 2D graphics and original music for various semiconductor trade shows. These presentations were programmed on laserdisc and viewed on giant TV walls internationally.

Software training CD for Avnet

I designed and programmed a Flash training CD for a new software rollout. The scope of this project entailed working with an Avnet team planning the structure of lesson plans, all creative copywriting and usability testing.

E-commerce web site for Big & Tall Clothing store

I supervised all shopping-cart development in PHP, was in charge of layout, design, copy, photography, usability, search-optimization and content-architecture. The site had several hundred product pages, and received thousands of page-views and several hundred transactions daily.

Designing/Architecting Keynote Demos for Microsoft events

I designed the interface for an RFID demo used to showcase Visual Studio 2005 for TechED 2005 in Orlando Florida. I worked with developers programming VB.NET and was also in charge of the layout of the many .NET controls.

I also designed the layout and content-flow for the [Visual Studio2005 / SQL](#)

[Server2005 / BizTalk2006 keynote demo](#) featuring Steve Balmer.

I also designed the [Interface](#) and [sleeve design](#) or a Visual Studio 2005 DVD Resource Kit distributed to thousands of Windows developers.

Windows application design for Bear Stearns

I designed the front-end of a financial trading application, working with .NET developers. I was responsible for the [look and feel](#) and application flow.

Wrote, directed and edited Children's TV specials for PBS

In phoenix, AZ in conjunction with PBS. I managed over 75 people on this project. I designed the sets using a 3D program, wrote the script, rehearsed actors, directed the camera-crew and edited the video with an AVID Media-Composer. We shot much of the footage with a blue-screen and composited 3D scene backgrounds with Adobe After Effects.

Other Web sites, Flash & Video presentations:

Federal Dept. of Corrections
Chase Bank
State of Arizona Supreme Court
Sutherland/Sherwood
Proctor & Gamble
Andersen Consulting
SpeedFam Corporation
ABCO Foods
Jones, Skelton & Hoclui Law Offices
The Phoenix Symphony
HDR Engineering

Awards: Winner, 2001 American Marketing Assoc Ballyhoo award

for best new product marketing campaign & artwork. This award was presented for my creation of a web site, Flash CD and print identity system for Cyber Mktg. Inc in Phoenix, AZ.

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