

EXPERIENCE

Art Director and Lead Designer, 2008–present

The Oya Group www.oyagroup.com

- Interactive design for consumer-facing websites, highly functional web applications, and engaging Flash media (animation and ActionScript)
- Brand development for Silicon Valley software corporations; ability to sketch, pitch, produce, and code has kept company competitive and profits in-house
- Collaborative relationship with developer partners; encourage emerging tech solutions
- Frequently present design solutions to founders, CEOs, and Venture Capitalists
- Won two Silver ADDY awards and was a national finalist for Virtual PBX website design
- Accounts include Cisco, Synopsys, Adify, Virtual PBX, MarkLogic, Intacct, and Ingres

UI & UX Design Consultant, 2010

Popcrowd Software (Android) <http://popcrowd.net/beta/>

- User experience and user interface design for a series of Android applications
- Contribution has grown into an identity design, graphics, and website development role

Associate Art Director, 2005–2008

Kane & Finkel Communications www.kaneandfinkel.com

- Primary interactive media designer; brand management and international campaign concepts with account team; digital video, information design, identity design, and some illustration
- Established digital video production capabilities and employee training program
- Presented with offer to become company's first interactive designer
- Account assignments included OrthoNeutrogena, Abbott, and Astellas (US and Europe)

Junior Art Director and Media Buyer, 2002–2005

Inspire Advertising & Design, Concept 3 Advertising www.inspireadvertising.com

- Worked with founding partners on print and digital media projects for national accounts
- Produced pre-press material, managed media planning, and prepared concept designs
- Offered full-time position in 2000 after completing summer internship in 1998
- Account assignments included JVC, Volvo Trucks, Hankook Tires, and Stanley Tools

EDUCATION

Communication Design Honors, NSCAD University 2000–2002

Bachelor of Design, NSCAD University 1997–2000

- Major Communication Design Honors, Minor Digital Media
- Limited entry program; graduating thesis presentation and exhibit
- Elected Class President and Student Representative of the design department

National College of Art and Design, Ireland

- Visiting student, Department of Design, Fall 2001

Bay Area Video Coalition

- 3D Graphics, 2008
- Video Production II, 2007
- Final Cut Pro, Advanced Editing Techniques, 2007

CAPABILITIES & INTERESTS

- Adobe Creative Suite, Final Cut Pro, Flash, CSS, HTML, Axure, basic JavaScript and ActionScript
- Excellent drawing, writing, and presentation skills; work well in collaborative projects
- Active member of Puget Sound SIGCHI, IxDA, BayCHI, Western Art Director's Club, and AIGA
- Invested interest in cognitive science, emerging technology, digital video, and design theory
- Passionate about the mind, hiking, performing arts, and building things (wood, art, craft)

PROJECT ACCOMPLISHMENTS

Microsemi www.microsemi.com (*work in progress*)

Website and Online Catalog Redesign

- In visual design stage of massive re-structuring and design of online semiconductor catalog
- Partnered with developers (SourceN) and an international client team to work on complex task-oriented user experience, part input tools, parametric search, and visual design
- Improving usability for internal and external users, designing an intuitive framework, developing prototypes for testing, creating a clean interface to enable rapid search, and participating in the complete design lifecycle are among my objectives

Cisco (*work in progress*)

Inclusion & Diversity Campaign

- Campaign will cover full communication plan including print, tradeshow, social, and online
- Received outstanding praise from Cisco brand manager, requesting use for “what we think are ‘best practices’ examples”

PRO Zoom Camera 5x <http://popcrowd.net/beta>

UI, UX, and Branding

- Early adopter with over 500,000 users on the Android Marketplace; reviewed in NYT
- Major mobile retailers in Japan and the UK are using the app’s logo in marketing material
- Agile development as new mobile devices emerge, each one having their own specs and screen dimensions/resolutions

Virtual PBX www.virtualpbx.com (*Note: client altered homepage since redesign*)

Website Redesign

- Complete redesign of large site for company that pioneered the virtual PBX
- Discovered users were hesitant to sign-up due to confusion about the service; successfully pitched creative solution; sign-ups doubled and support calls significantly dropped
- Pitched concepts to company founder, CEO, COO, and executive team
- UI emphasized answering technical question up front and improving info architecture
- Major clean up of 500+ page site architecture; discovered pages client didn’t know existed
- Contributed to development and managing junior programmers
- Won two Silver ADDYs and was a finalist in the National ADDY awards; best 1st quarter ever

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Website and Brand Redesign

- Complete concept to development site redesign; included JavaScript, PHP, and ActionScript
- Dramatically improved SEO, industry association, and registered company on Google Places
- Led efforts in major re-brand of company in order to increase industry visibility
- Helped transition company into interactive design marketplace
- Work alongside CEO and SVP on new business strategy, hiring, vendor relationships, and creative direction; manage company communications (newsletter, blog)

ALOM (*not available to public—see online portfolio*)

Intranet Redesign

- Fulfillment company, which has major corporations using its intranet to manage their inventory, logistics, and reporting, needed an interface redesign after a decade of use
- Customizable dashboard was introduced to accommodate power users’ needs, and reporting procedures were simplified for the light users
- Won the approval of the CEO’s husband, Jakob Nielsen!

ONLINE PORTFOLIO

www.lesleypalfreyman.com

Authorized to work in the US (green card holder)