



## GOAL

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To provide leadership for a team of creative professionals, establish and maintain strategic vision for projects, and manage client expectations on e-commerce, marketing and brand experiences.

## SUMMARY

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I'm a passionate, strategic minded Associate Creative Director with over 10 years experience delivering compelling results-driven conceptual and visual solutions, currently working for Avenue A | Razorfish, the largest interactive agency in the United States. My understanding of user centered design, sensitivity for the user experience and thorough knowledge of strategic business and marketing principles relative to interactive brand experiences, online advertising and marketing campaigns inform all aspects of my creative solutions. Excellent written, verbal and presentation skills ensure creative solutions shine and establish strong, trusted client relationships.

I've generated client solutions that span a broad range of user experiences such as the site wide redesign of Cingular's consumer and business web sites, interactive point-roll advertising for Apple, a flash based kiosk demo for use in Best Buy retail stores, a global community web site for the Nintendo DS portable gaming device, and an online demo for TiVo that included brand strategy, concept and visual development and live action video shoots.

### Client List

Apple  
Best Buy  
Cingular {AT&T}  
Nintendo  
Expedia  
TiVo  
Washington Mutual  
Adobe  
VoiceStream {T-Mobile}  
GettyImages,  
The Seattle Times  
HouseValues  
RealNetworks  
Microsoft

## EXPERIENCE

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Avenue A | Razorfish, Associate Creative Director, 05.05 – current {Please do not contact}

In my current role I provide leadership, career coaching and year-end reviews for the Creative, User Experience and Technology teams. I'm responsible for phone and in-person interviews of job candidates at all levels of the Web Development department. In addition, I lead monthly training sessions intended to provide an overview of the creative discipline and our process to those outside the department.

I establish and maintain strategic vision on e-commerce, marketing and brand experience projects, while managing client expectations. Working closely with business development I validate new client opportunities to determine if they meet our growth goals as an organization, leverage our strengths and can be adequately staffed given available resources.

In addition to my job duties, I've spearheaded several internal initiatives. These include an office beautification and employee pride campaign to acknowledge the past and ongoing efforts of our teams, a "green initiative" to determine how we can provide value for our clients with regard to the growing interest in Green Technology, and the creation and implementation of a new project server folder structure and archiving process for all client work.

My leadership of the creative team and participation in new business pitches has resulted in a four-fold increase in the size of the team, and new client engagements with Cingular, Microsoft, Disney, Magnolia/Best Buy and TiVo. My role as a stabilizing force was critical as the group weathered personnel and process integration challenges following the aQuantive merger in 2004, changes to key leadership positions, and the most recent acquisition by Microsoft.

*Experience continued...*

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## Selected Projects

### CINGULAR WIRELESS (AT&T)

#### Project

Site wide redesign of Cingular's consumer and business web sites, including overall look and feel, user interaction models, e-commerce experience and back-end technology integration.

#### Management

I lead the concept development, production and implementation of the site wide redesign for both the consumer and business web sites. My role included management and coordination of creative, ux and development disciplines in multiple regional offices, and client side teams. Additionally, I facilitated client presentations, and working sessions, as well as weekly status meetings with internal and client side teams.

#### Impact

By using a calm and empowering approach to team leadership I was able to get the most from each team member and get this project completed in record time, while working against an unrealistic schedule with limited resources. I established a trusted, long-term client relationship that resulted in a successful build, test and launch of the new web sites. Following the site launch I maintained the client relationship by serving as creative lead on the account moving forward. This allowed me to expand the account into other groups within the organization and participate in national account planning and strategy meetings for the broader AT&T account.

### MICROSOFT SMALL BUSINESS SOLUTIONS

#### Project

Develop a flash based kiosk demo for use in Best Buy, and other consumer electronics retail locations, and designed to engage and inform consumers about Microsoft Small Business software products. The demo served dual roles as a standalone, consumer driven experience, as well as an in-store host lead experience.

#### Management

I served as creative lead, coordinating the design and build efforts across multiple disciplines and regional offices, managed contract flash resources and oversaw recording sessions of voice talent. I conducted client presentations, and working sessions through out the project life cycle.

#### Impact

Through a successful coordination of full-time, contract and intern resources across the Seattle and Portland offices, I was able convey to the client a unified, dedicated team approach to the project, when in reality we were understaffed and juggling resources in order to complete the project. The client was so happy with the completed project, and the professionalism of my leadership that he recommended us to multiple internal groups at Microsoft.

### NINTENDO

#### Project

Design and build the global community driven web site for the Nintendo DS wi-fi gaming device. The site had to accommodate the 3 game titles for the initial release, and allow for the addition of more games as they were developed. Each game's section had a variety of stats specific to that game such as player ranking, most popular character or weapon, user profiles, and user chat.

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A. BRIGHT | 206.778.7913 | [info@designgravy.com](mailto:info@designgravy.com) | [www.designgravy.com](http://www.designgravy.com)

## Experience continued...

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### Management

I managed concept development and visual execution of the overall web site design, individual game pages and functional modules. Additionally, I coordinated efforts of the ux, production and development teams using an Agile methodology, this including the client side development team.

### Impact

Many projects have a rapid time line, but this one had a ridiculously short time line. To meet our goals I employed strong team leadership, maintaining the conceptual vision for the project across multiple disciplines and facilitated collaboration between internal and client side teams. The result was a successful launch by the deadline, and a strong client relationship that has resulted in follow-up work.

**DesignGravy**, Seattle, Washington, 03.98 - 05.05

Principal/Creative Director. Responsible for project planning and execution, as well as business development, client presentations and day-to-day operations.

**Microsoft MSN Money**, Redmond, Washington, 08.02 - 04.03

Product Designer. UI design and project management of several web based MSN Money feature sets, and creation of a variety of prototypes for forward thinking web applications.

**MAGI Group Inc.**, Kirkland, Washington, 05.00 - 06.01

Web Designer. Art direction and management on a variety of online and kiosk based interactive design projects, and corporate identities.

**Landor Associates**, Seattle, Washington, 08.98 - 04.00

Interface Designer. Responsible for developing initial concepts, visual design directions, information architecture and production files. Additionally, played an instrumental role in the day-to-day responsibilities required to manage and grow the interactive department.

## AWARDS

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- Best Online Annual Report from International ACR Awards
- Gold winner in the Industrial Design Excellence Awards
- Explorative Interface Award from Netdiver Network
- Best of Industry Award from The Web Marketing Association
- Merit Award from the Los Angeles Creative Club
- Lee Clow {Chiat/Day Advertising} Endowed Scholarship
- Art Center College of Design Scholarship

## EDUCATION

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**Art Center College of Design**, Pasadena, California, 09.94 - 12.97

BFA Degree in Advertising, with a concentration in Design and New Media, graduated with Honors.

**Capilano College**, North Vancouver, B.C., Canada, 09.91 - 06.94

Graphic Design and Illustration Diploma, graduated with Honors.

{References available upon request}