

melissacarmichael

Senior Interactive Designer balancing creative innovation, usability, and business goals while being an end-user advocate. Strong organization skills, able to handle large-scale projects, tight timelines, and multiple clients, all with a great sense of humor.

EXPERIENCE

Senior Interactive/Interaction Designer

Mobiquity, Inc. | Boston, MA

July 2011 - present

- Lead interaction and user interface efforts on enterprise level mobile applications; iPad, iPhone, Android

Senior Interactive Designer

Cambridge BioMarketing | Cambridge, MA

Oct. 2009 - Feb. 2011

- Conceptualized and created brand-consistent, easy-to-use, attractive and meaningful digital designs.
- Led interactive digital efforts in projects ranging from websites, GUIs, apps, kiosks, and email marketing campaigns.
- Communicated ideas in team meetings, pitches, and client reviews.
- Performed design audits, competitive analysis, focus group testing, rapid interactive prototyping, and prepared specification documents.
- Collaborated with marketing, strategists, content writers, IA/UX team members, developers, and mentored junior designers.

Art Director

RDVO | Somerville, MA

August 2007 - October 2009

- Conception of interface designs, animations, games for interactive kiosks, applications, websites, and online rich media campaigns.
- Managed freelance designers, coordinated with 3rd party vendors, assessed scope and budgets, led large-scale production efforts.
- Prepared detailed documents, deliverables, site architecture, technical specifications, and style guides.

Senior Interactive Designer

Cramer Productions | Norwood

August 2004 - August 2007

- Creation of interface designs, animations, and games for interactive CD-Rom, kiosk, webcast, and website projects.

Animation Designer

Animation Technologies | Boston, MA

March - August 2004

- Designed and built interactive Flash interfaces for high profile legal cases and pharmaceutical companies.

Lead Designer

Acadient e-Learning | Boston, MA

March 2001 - June 2003

- Set company design standards for instructional CD-Roms, web-based applications, training programs, and streaming media broadcasts.
- Created interface designs, icon systems, educational illustrations, and interactive graphics for online courseware.

Visual Designer

ZEFER | Boston, MA

June-Dec 2000

- Lead designer on website projects, created graphical user interfaces, information architecture, wireframes and style guides.

CONTACT

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SKILLSET

Advanced knowledge:
Photoshop, Illustrator, InDesign

Intermediate knowledge: Flash, AS3, Fireworks, Dreamweaver, HTML, CSS, XML

Usability - Industry Standards

Project Management Software -
Sharepoint, BaseCamp

Bug Tracking Software -
ClearQuest, JIRA, Sifter

Versioning Control Software - SVN
Comfortable on PC or Mac

DEGREE

Bachelor of Fine Arts 2001

School of the Museum of Fine
Arts, Boston, MA

In affiliation with Tufts University,
Medford, MA

CLIENTS

Abbott Laboratories
Alexion Pharmaceuticals
Avid

Bayer

Boston University

CIBA Vision

Fidelity

Fiduciary Trust Company

GE Healthcare

Genzyme

Gillette

Janssen Pharmaceuticals

JP Morgan

Kodak

Liberty Mutual

Microsoft AdCenter

Millennium

Novartis

Pax Winery

Phillips

Shire Pharmaceuticals

Siemens

Sports Illustrated

Thomson Reuters