

DANA DETRICK

UX Designer | Creative Director

Full Time | Consulting | Open to Relocation

PHONE: 347-123-4567 | EMAIL: dana@brs.com

- Combines over 20 years of expertise developing award winning integrated marketing campaigns and digital media solutions that drive brand and bottom line growth.
- Senior user experience designer and creative leader with deep knowledge of user-centered and interaction design, information architecture, and usability best practices.
- Award-winning designer fluent in all facets of front-end user experience design. Highly knowledgeable around digital product development, including requirements gathering, wire framing and mockups, interface design, web standards and guidelines, navigation, and typography.
- Earned over 35 industry awards recognizing design excellence and innovation for digital, branding, print, broadcast, PR, communications, and promotional programs.

AREAS OF EXPERTISE

User Experience Design | Brand Development & Strategy | Information Architecture | Interaction Design
Usability & Accessibility | Human / Computer Interaction | Application Development | E-Commerce
User Interface Design | Structuring, Organizing & Labeling | Design Research | Project Management
Social Media Strategy | Digital Product Development | Wireframing & Mockups | Team Leadership
Application Development | Strategy & Implementation | Creative Direction

EXPERIENCE

Creative Director | **BRS & ASSOCIATES COMMUNICATIONS** | New York, NY 2010 – Present
Specialize in user experience design, creative direction, and multi-platform brand strategy for clients across multiple industry verticals. Mobilize teams of design and technical talent to deliver impactful digital campaigns, interfaces, and applications with an emphasis on usability and accessibility. Work with clients to define creative and technical vision, and determine requirements for functionality, usability, and features. Design rich, user-friendly interfaces that scale across multiple product lines and applications. **Accounts:** *Mattel, Unilever, NYU*

Creative Director | **ASPYRE ADVERTISING** | New York, NY 2006 - 2010
Led client engagements from concept to completion, onboarding major accounts by providing expert branding, marketing, messaging and PR leadership. Developed inaugural brands for what are now large, national corporations with hundreds of employees, positioned business as leaders in the market and grew awareness and differentiation in crowded spaces. **Accounts:** *Reebok, Kraft Foods, Hilton Hotels*

Art Director / Senior Copywriter | **AGENCY XYZ** | Boston, MA 2002 – 2006
Recruited to assemble and lead an in-house agency, building out a 45-person department to develop and execute high-impact product marketing plans. Rebranded multiple pharmaceutical products to re-ignite market awareness and adoption, fueling multiple successful lines of business in company history, and providing the footing for highly effective national campaigns. **Accounts:** *Seldane, Nicoderm/Nicorette, Carafate*

EDUCATION

Certificate in User Experience Design | **GENERAL ASSEMBLY** | New York, NY

BA, Studio Art / Design Emphasis | **BOSTON UNIVERSITY** | Boston, MA

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat), Agile Experience Design, Axure, PowerPoint