



1016 Pross Road / Lansdale, PA 19446 / 609.839.3683 / www.grnadastudios.net / michelle@granadastudios.net

summary:

Associate Creative Director—Online, specializing in multi-disciplined team management, brand identity, online marketing and site optimization. Highly skilled in web design techniques and internet production best practices. A motivated, conceptual thinker with a proven ability to understand overall corporate online strategies and subsequently design creative solutions in the execution of those strategies. Works closely with editorial, e-commerce, and development teams. Leads team of designers and front-end developers from conception to development under tight deadlines to develop products that meet or exceed business requirements.

experience:

Associate Creative Director—Online / Nutrisystem, Inc. / Fort Washington, PA / November 2010 to present

Primary strategic manager for all online creative projects and decisions. Work with Project Managers, User Experience Team, Business Owners, and Development Team in project strategy and execution. Drive and present execution of creative strategy both within the marketing department and outside of it to external departments and vendors. Serve as a proxy for Creative Director as Creative Team representative at key meetings and in key project discussions and initiatives. Increase sales conversion through A/B split tests, new online product design, site optimization and online specials. Increase length of stay by updating site with engaging content and redesigning online community website. Maintain and promote brand consistency across all projects, including website, e-mails and display advertising. Apply campaign creative across multiple channels including TV, website, e-mails and display advertising. Manage online team on projects and initiatives, moving forward as appropriate, while expanding their talents and work experience through valuable work engagement, educational critique sessions and one-on-one interaction with each team member. Continue to serve as visual designer for key, high-profile projects.

Senior Visual Designer, Manager / Nutrisystem, Inc. / Horsham, PA / July 2007 to October 2010

Work with Creative Director and Project Managers to provide high-fidelity mock-ups for landing pages, microsites, and web flows that meet or exceed business requirements. Work with Development Team to provide cross-browser and cross-platform compatible HTML/CSS. Work with Director of Marketing Communications to provide mock-ups & HTML/CSS for promotional and informational e-mail blasts. Work with Director of Online Marketing to provide storyboards & flash for display advertising (including rich media). Manage and mentor visual designer in designing landing pages, web flows, promotional e-mails and display advertising. Maintain and promote brand consistency across all projects, including website, e-mails and display advertising.

Art Director & Web Designer / Full Circle Group, Inc. / Haddon Heights, NJ / September 2006 to June 2007

Develop brand identity for clients. Mentor graphic designer in designing print marketing materials. Focus on website design including flowcharts, wireframes, mock-ups, and development (HTML). Film and edit "walk throughs" of new home models for sales purposes.

Graphic Designer / Full Circle Marketing Ventures, Inc. / Pennsauken, NJ / September 1999 to August 2006

Develop brand identity for clients. Design print marketing materials including advertisements, brochures, postcards, inserts, siteplans and promotional items. Design 3-D structures including lightbox or sandblasted signage, sales center designs and tradeshow booth displays.

Freelance Designer / Granada Studios / Lansdale, PA / June 2005 to present

Develop brand identity for clients. Design print marketing materials including stationery, brochures and promotional items. Design websites including flowcharts, wireframes, mock-ups, HTML/CSS and hosting set-up.

tools:

- Adobe Photoshop, Dreamweaver, Illustrator, Flash, InDesign, and Acrobat
- TextMate
- HTML/CSS
- Quark XPress
- Microsoft Office
- Cross platform capabilities

skills:

- Proven ability to lead online team from strategic phases, through concepting and workflow phases, on to full executions and final product delivery
- Proven ability to yield successful, on-target creative executions for the online channels
- Outstanding ability to handle and manage multiple projects at once
- High-energy and a passion for doing great work and dedication to make the user experience unique, informative, and engaging
- Excellent understanding of design principles, from print to web
- Basic understanding of user experience

education:

Bachelor of Science in Graphic Design / Art Institute of Philadelphia / Philadelphia, PA / September 2007

Associate of Science in Multimedia/Web Design / Art Institute of Pittsburgh / Pittsburgh, PA / June 2005

Commercial Graphics and Design / Camden County Technical School / Sicklerville, NJ / June 1998