

Professional Experience

Creative Director/Senior Art Director with over 15 years' experience in creative direction and project management. Highly skilled in a wide range of digital and traditional design, illustration and production techniques for web, multimedia and print.

- ▶ Heavily involved in product design, information architecture, functionality and look & feel, particularly of Windows and Internet applications.
- ▶ Experienced with online advertising strategies involving SEO, HTML email, on-line marketing, etc.
- ▶ Experienced with corporate branding, interface design, web design, packaging and sales and marketing materials for Fortune 500 firms and emerging companies.

Work Experience

Marcus Badgley Design, Petaluma, CA

Chief Visual Officer, 2001 - Present

Creative director and visual design consultant for a variety of large and small companies.

Clients include: Microsoft, TV Works, Photo TLC, Hotwire, IMSI, Keen, Santa Rosa Symphony, and more.

- ▶ **Microsoft:** Designed update look-and-feel of a complete set of widgets including drop-down menus, scroll lists, buttons, etc. for use in their interactive television initiative.
- ▶ **TV Works:** Designed user interfaces for consumer TV "set-top boxes." These designs include both the design phase, which followed the clients visual specs and tight technical restrictions, and a comprehensive specification phase used by engineering.
- ▶ **Hotwire:** Evaluated corporate e-commerce site from which the client was able to gain fresh perspectives regarding look-and-feel, competitors strategies, optimizing customer flows, etc. Designed consistent page grids for use across entire site. Provided direction to establish stronger corporate branding. Results: Higher click-thru traffic and increased ticket sales.
- ▶ **IMSI:** Designed, from inception, the UI for Organization Chart product targeted at small to medium sized businesses. Designed complex functionality, resolved user-flows, outlined user requirements and work patterns, designed the look-and-feel, specified the UI for engineering and produced user content such as ready made templates and styles.
- ▶ **Keen:** Designed transitional look-and-feel for consumer advice website to enhance strength and appeal of vertical product offerings. Clarified the overall homesite and its position relative to the various offerings via improved site structure and sub-branding of vertical products. Designed numerous on-line advertising campaigns.

Niku Corporation, Petaluma, CA

Web Development Manager, 2000 - 2001

Senior manager in charge of user interface design for suite of project management web-applications. Worked with marketing and product management in writing specifications, designing the overall look & feel, determining items for usability testing, creating prototypes and guiding the translating of the user interface into XSL/HTML.

- ▶ Successfully transitioned the look-and-feel of ABT products into Niku products when ABT was purchased by Niku. Developed Niku's branding and look-and-feel to accommodate ABT assets, functionality and iconography.

ABT Corporation, Petaluma, CA

User Interface Manager, 1997 - 2000

Senior manager and unofficial creative director in charge of virtually all aspects of corporate imaging from user interface design of software applications, design of corporate internet and intranet sites to advertising, executive presentations, packaging, user guides etc.

Responsible for the design and implementation of overall consistent look-and-feel for suite of Windows and browser-based project management software tools and associated printed and help documents.

Work Experience *(continued)*

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Developed first in-house user interface/art department to provide solutions for web, user interface and print. Responsibilities included working with senior management to create overall corporate look & feel, maintaining corporate visual standards for a world wide organization; as well as hiring, planning, scheduling and purchasing for the department. Directed staff and interns in meeting all deadlines on time and on budget.

- ▶ Received Award of Excellence for contributions to the company, going beyond the pale, and being a mentor and role model.
- ▶ Designed user interfaces, that included a cross-cultural icon system, for localization in Europe and Asian markets as well as for minimum impact on engineering.
- ▶ Developed the look-and-feel of a suite of products thru 3 revision cycles.
- ▶ Developed the visual identity and branding for international conferences.

Broderbund Software, Novato, CA

Senior Computer Graphics Artist, 1995 - 1997

Art director and functional designer for productivity titles and internet projects. Responsible for all aspects of direction and management of visual look & feel, product content, scheduling, and supervision of in-house and external resources. Worked with product development to write functional specification and design new functionality. Collaborated with marketing for greater tie-in with all marketing materials and teach sales force to use product. Directed in-house staff and stable of contractors and freelancers to produce assets on time and on budget.

- ▶ The Print Shop Signature Greetings - Directed visual appearance of user interface, including the design and construction of indoor sets for photography.
- ▶ The Print Shop PressWriter - Directed all phases for best-selling productivity title including functional specifications and user interface design to product content (fonts, clipart and layouts) and samples documents for advertising.
- ▶ Developed The PrintShop Connection website, edited online content and juried The Print Shop Design Competition.

Senior Designer, 1993 - 1995

Responsible for concept development, design, and production of print materials including packaging, collateral, direct-mail, promotions, in house materials, signage, etc. Worked with senior product development and marketing to design for target demographics. Emphasis on a wide range of digital and traditional illustration techniques.

- ▶ MYST Screen Saver/Xmas Promotion - Designed CD cover and major product promotional materials ranging from end-cap displays and point-of-purchase displays to shelf-wobblers and entry forms.
- ▶ Designed packages and collateral materials for top-selling consumer software titles including The Print Shop Deluxe, MYST, Living Books, Math Workshop, Alien Tales, and the Active Mind Series.

Gravity Design, San Francisco, CA

Principal/Creative Director, 1985 - 1993

Principal of full-service design firm specializing corporate identity packaging, collateral and illustration.