

EMILY MAYA WAHL

Collingswood, NJ . 08107

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emayadesigns.com

EXPERTISE

Relevant Roles

- Senior Visual Designer
- Creative Director
- Usability Analyst
- UI Designer
- User Experience Designer
- Interactive Design
- Quality Assurance

Solutions and Services

- Graphic Design and Branding
- Strategy and Planning
- XHTML Development
- CSS and Style Guide Design
- Flash and Interaction Design
- Portal Design and Themes
- User-Centered Design

Methodologies/Processes

- User Centered Design
- Accessibility and Web Standards
- Quality Assurance
- Rapid Prototyping
- Usability Testing
- User-Centered Approach

Industries

- E-Commerce
- Education
- Healthcare
- Insurance
- Manufacturing: Software, Industrial, Medical Devices
- Retail

Technical Experience

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Macromedia Dreamweaver
- Macromedia Fireworks
- Macromedia Flash
- (X)HTML, JavaScript
- CSS
- FTP
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Visio
- Portal
- Mac OS
- Windows
- Quark
- 3d Max
- Adobe Premiere
- Media Cleaner
- Protools
- QuickTime VR

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PROFESSIONAL OVERVIEW

I am a Senior Visual Designer responsible for all aspects of branding and creative direction on all corporate client websites. My objective is to always work to my fullest in order to ensure the success of my company and clients.

I design with Photoshop, inDesign, Illustrator, Dreamweaver, and Flash. I code sites with XHTML and CSS, using a little JavaScript, ActionScript, and a lot of Usability, Accessibility, and Web Standards. I have had a hand in developing creative strategies for brand & logo design. I work directly with clients in meetings, over the phone and via email to determine work scopes, while working closely with my Boss to achieve outstanding results for our clients.

I combine visual communication with the interactive communication of user interaction and online branding, to create both the look and feel of a web site and enhance the online experience of its visitors. Critical, observational, quantitative and analytic thinking are required for designing page layouts and rendering. I ensure the graphics and text include a single style that flows throughout, to maintain consistency. I focus on creating a style that is professional, appealing and user-friendly, with an interface and navigation that are simple and reliable.

Education

- The Art Institute of Philadelphia 2001 - 2004
Bachelor of Science, Multimedia and Web Design

Professional Training Certifications

- Maintained Dean's List for 10 of 12 quarters
- Graduated with a 3.5 GPA

Professional & Business History

- Perficient, Inc.: Jan 2007 to Present
- E-tech Solutions: July 2005 – Jan 2007
- Logikbox Development Group: March 2004 – May 2005

Client Engagement Summary

- The Free Library of Philadelphia
- AccessGroup
- Misys
- Harleysville
- Kendal
- Society of Financial Service Professionals
- PEW Charitable Trusts
- IMG World – Bank of the West
- Aramark
- AmerisourceBergen
- Synthes
- Financial Service Professionals
- Von Morris
- CertainTeed

Professional and Business Affiliations

- Usability Professional Association

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PROFESSIONAL EXPERIENCE

Perficient, Inc. (2005 – Present)

Senior Visual Designer, User Experience

- Development of brand strategy and implementation of Creative Design to achieve results
- Plan project details, develop style guides and informational architecture documents
- Design and maintain information architecture, visual structure and design elements
- Author and/or assist CSS/XHTML coding and design standards for site redesigns
- A solid understanding of User Centered Design principals
- Advanced knowledge of Adobe InDesign and Photoshop for developing information architecture, wireframes and creating/modifying graphics for interface design
- Broad knowledge of Adobe Illustrator and InDesign in creating marketing materials and branding designs
- Solid understanding of design principles and elements

Logikbox Development Group (2004 – 2005)

Web Developer/Designer

- Designed and develop websites from scratch using no Wysiwyg software and utilizing HTML, ColdFusion, CSS and JavaScript
- Worked directly with clients in meetings, over the phone and via email to determine work scopes
- Developed creative strategies for brand & logo design
- Worked closely with the boss to achieve outstanding results for our clients

BUSINESS EXPERIENCE

AmerisourceBergen: The Link

As part of the iterative design process, I performed a detailed heuristic evaluation on their current portal to find any usability problems that may hinder the success of the system. I then created a 60 page Heuristic Evaluation document outlining the issues found, along with improvements that should be made. Using the evaluation as a guide, I developed an Information Architecture, which I used as a shell when creating the final portal design.

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Misys

Developed style guide and brand architecture documents that provided designers with the information necessary to maintain and expand the Misys website in the future. The documents demonstrated organization of the Misys homepage, and its three respective subsites in regards to dimensions for those pages, color, typography specifications, and a rationale for graphic treatments.

Bunge (North America & Brazil)

Created new and updated existing interface design and portlet images, while working closely with the client and participating in weekly meetings to gather new requirements.

AccessGroup - NeedAccess

Took on the Project Management role for an online college loan application to develop an Excel project plan which closely tracks the hours and tasks of each resource assigned on the project. Referring to an Interface Specification document, I analyzed their current site and implemented wireframes to create a redesign of the entire application.

AmerisourceBergen

I created Wireframes and Appendix documents for a website a redesign proposal, and managed all aspects of client relationship.

The Free Library of Philadelphia

Worked as a Consultant managing various aspects of the Free Library of Philadelphia's website from design to development. I took on the role of Project Manager at times, providing creative strategy and art direction to a team of web designers and developers.

Aramark

I managed Aramark IDS promotional projects from inception to creation to completion, working closely with the client to ensure clear communication and customer satisfaction, and delivered a creative interface suitable to client's approval while maintaining current branding.

Synthes

Utilizing Photoshop, I designed an intranet interface, followed by building it out in HTML and CSS. I then worked closely with the development team, and created over 100 buttons for use on their English and German sites.

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Harleysville

Attended weekly meetings on their Insurance Portal and outlined the requirements into a document for the client. Next, I executed the weekly updates and changes in HTML and CSS while managing the overall development and interface design.

Kendal

Worked with 10 Kendal clients to gather updates and apply them to their new design. Next, I created a new user interface for several Kendal Communities websites working closely with fellow employees from E-tech to aid in a successful launch from Accufind to the live site.

MyServiceForce

Conducted extensive research on their current dispatch tool, which enabled precise analysis for an interface re-design that was developed for both web and mobile platforms.

IMG World - Bank of the West Tennis Championships

Worked closely and frequently with the client gathering feedback to apply to the interface design that I created. I then built the design utilizing HTML and CSS, while applying updates to their live website.

PEW Charitable Trusts

I created interface and logo designs for PEW's Clipper intranet and soon after drafted an extensive Usability Testing document based on client feedback.

CertainTeed

Completed an entire homepage redesign and development, which was then built web standard compliant utilizing CSS and HTML.

Borders

Took part in several meetings with the client and worked closely with coworkers from another business unit via phone and email to gather requirements for the site's redesign. Additionally, I created new images while editing and updating current ones.

Thomson West

In Adobe Illustrator, I created numerous icons and media player skin concepts based on early design concepts, supporting user research and Westlaw's Visual Style Guide provided by the client.

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Von Morris Corporation

Updated their site by modifying existing images, creating new images, and worked with iframes, includes, HTML, CSS and JavaScript.

ADDITIONAL CREATIVE DESIGN PROJECTS

NextDocs: Website Interface and new company Branding design

O'Brien & Ryan: Designed an interface and executed in HTML and CSS

Aramark Campus Dish: Designed interfaces for several websites and developed in HTML and CSS

CertainTeed: Designed an interface for their Object Management System integrating graphic components

E-tech Vigil IP: Designed a Portal interface and executed in HTML and CSS