

oneil edwards

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OBJECTIVE

To obtain a position as Art Director and apply my 10+ years in the design industry in creating emotive communication tools that effectively advance the goals of a well-positioned industry leader.

WORK EXPERIENCE

PEOPLE.COM — SENIOR INTERACTIVE DESIGNER (CONTRACT) — 6/2009 – PRESENT NEW YORK, NY

- Crafting new interactive experiences for websites and Rich Internet Applications using the latest technologies.
- Develop wireframes and engrossing User Experiences based on requirements.
- Design successful sponsored mini sites, online applications, as well as being lead design on the magazine's social media presence.
- Create mocks for the marketing and sales teams and present designs to internal clients.
- Collaborate with Design Director and fellow Designers in maintaining brand integrity and coordinating larger projects.

CONDÉ NAST DIGITAL — SENIOR INTERACTIVE DESIGNER — 4/2007 – 4/2009 NEW YORK, NY

- Designed dynamic—content heavy—CMS driven websites, social networking systems, and web apps for award winning publications.
- Worked closely in small and large groups with Creative Director, Project Managers, IA and Developers from project kick-off through fulfillment and post launch support.
- Presented design directions to various stakeholders including publication Editors-in Chief, Ad Sales division, and Consumer Marketing Directors.
- Attended Usability studies in planning stages for upcoming projects.
- Worked closely with developers in adapting unique solutions and verified pixel-perfect execution.
- Took over the Art Manager position for 3 months. Expanded duties included: Art directing free-lancers and junior designers on Condé Nast site updates, tracking and scheduling multiple web editor requests for new site graphics, features and weekly production work, representing the design team at Dev meetings, and following up at a weekly meeting with the Creative Director.
- Supervised and provided art direction to freelance and junior designers to insure design and brand consistency.

SUPERNOVA INC. — SENIOR DESIGNER — 6/2004 – 4/2007 NEW YORK, NY

- Led designs on various projects including skinnable application interfaces, websites, game interfaces, Flash-based tutorials, and presentations as well as related print pieces for Fortune 500 entertainment, pharmaceutical, financial and consumer companies.
- Juggled multiple projects under tight deadlines.
- Developed animation storyboards and interface wire frames.
- Supervised free-lancers and junior designers as well as assisting other senior designers on large projects.
- Worked closely with the Art Director, Developers and Producers to formulate “best practices” for the growing boutique studio.

ZINGMAGAZINE — ART DIRECTOR — 4/99 – 6/2004 NEW YORK, NY

- Collaborated with Artist, Fashion Designers, Architects, curators, and collectors in transforming their concepts into print ready projects.
- Worked closely with the publisher and coordinated with editors on scheduling and completed layouts for the 300+ page magazine.
- Considerably expanded the magazine's market after I instituted the well-received Zingmagazine music project in 2001. In 2002 I also helped to launch the Zing Books series producing limited run editions and artist imprints.

OTHER EXPERIENCES

Designed various books, brochures, posters, and environmental design projects with the Bronx Museum, and Queens Museum from 2004 to 2007 including two issues of the Bronx Museum's school out reach magazine, *Concourse*.

RELATED SKILLS

Expert with Photoshop, Illustrator, Flash, Coda, InDesign, QuarkXpress.

Proficient with HTML, CSS, XML, Dreamweaver, Final Cut Pro, various other online apps and utilities such as Basecamp, Conceptshare, Wordpress and other industry tools.

A keen awareness of current technologies, SEO and usability findings as well as various coding/scripting capabilities and interests.

Excellent illustration and flash prototype or animation abilities.

Strong troubleshooting skills, familiar with js libraries, frameworks, technological limitations, trends, and cross-browser and cross-platform issues, comfortable with Mac or PC.

HONORS

2008 Official Webby Honoree for golf4women.com

Member of award winning in-house design teams at both Condé Nast and People.com

EDUCATION

BFA degree in sculpture, School of Visual Arts May 2002