

> print > web design > art direction > user experience design

Award winning designer who thrives on challenge by incorporating a philosophy of clean, functional and intelligent design since 2000. Design leader with extensive experience in interaction & user experience design. Co-founder of DCDesignbabes, a networking organization started with intentions of connecting all designers and technology professionals. <http://dcdesignbabes.com> Editor of <http://blog.dcdesignbabes.com>

> technical skills

Adobe Photoshop CS3	Adobe InDesign CS3	Adobe Illustrator CS3	Adobe Premiere
Macromedia Flash CS3	Dreamweaver CS3	Actionscript 2.0	QuarkExpress
AutoCAD	CSS	XML & XHTML	C++

> awards & exhibits

AMERICAN ADVERTISING FEDERATION (AAF-CC): Rising Star Award(2004-2005)
Silver ADDY Award 2005, Category - Interactive Design
Bronze ADDY Award 2005, Category - Web Design
Gold ADDY Award 2004, Category - Interactive Design
Silver ADDY Award 2004, Category - Identity Systems
Silver ADDY Award 2004, Category - Web/Multimedia
Won the Logo & Identity Materials Competition commissioned by Weinerschnitzel collaborating with the Art Museum of South Texas, Corpus Christi, TX
Design Excellence Award (Best in Show) for Krispy Kreme Marketing Campaign, McAllen, TX
NODUS Nominee Award 2005 Category (Web /Multimedia)
Winner in a Federal Government Sponsored Competition in INDIA for Environmental Design, 2001
"Photograph of the Show" Award in the Presidents Council Art Show, Nov 2003

> employment history

AOL LLC Jul 2005 - Present
Senior Lead Visual Designer

- Played an active role of managing UE Designer and Junior Designers. Also have good experience in managing designers working remotely, in Bangalore, India.
- Launched a social networking aggregator site www.buddyupdates.com & integrated with the Buddy List
- Created a new hot or not portal, www.pixnay.com, generated 12 MM pageviews, 450K unique visitors each month. Generated 40% more revenue.
- Redesigned AOL People Connection after the Bebo acquisition to merge both the content.
- Redesigned the AOL Instant Messenger for the main release in 2007, an interface that will reach 40 million users on a daily basis. Worked closely with junior designers and other stakeholders.
- Redesign of the AOL.com 3.0 portal, more than \$1 Billion revenue drawing website. Developed multiple prototypes with innovative ways to increase engagement and network growth.
- Developed AIM social micro community sites in the Blogsmith Platform, queersighted.com, animalhubbub.com, thinkpink365.com. Generated 1M page views per month in 2007.
- Created an AIM Chat portal, chat.aim.com and AIM Chat Mixer powered by UserPlane

- Worked as the design lead for Daily dynamic promotions that appear on AOL.com homepage. Quick turnarounds, manage and approve 5-6 designs for publishing the same day
- Worked as the design lead for all the AOL.com co-brand efforts with many corporations like HP, Charter, AT&T, Walmart, Bebo, Dove etc

Freshsample
Principal Art Director

April 2000 - Present

- Developed marketing and advertising materials for a new store opening of Krispy Kreme, McAllen, TX
- Developed logo and branding campaign for Weinerschnitzel collaborated with Art Museum of S. Texas
- Clients include KEDT TV, Falling Water Irrigation, ToysRus, AIGA, Family Outreach, Om Yoga, Consumer Media, Spire Communications, Hammer Companies, etc
- Directed and created a short story animation for TV. Created in Flash and Actionscript 2.0

DCDesignBabes
Founder and Co-Manager

April 2008 - Present

- Art directed branding and identity. Designed the website and was responsible for the development.
- Scheduling, marketing among sponsors and budgeting. Reached 10K page views/month.
- Was successful in getting 250 members in 4 months, sponsorships from big corporations and affiliations from industry's best design conferences. Presence in all social media networks.

Texas A & M University-Corpus Christi
Multimedia Designer

Aug 2003 - May 2005

- Designed an interactive learning program, an online courseware for CPA professionals.
- Developed a broadband TV interactive learning courseware with Channel 7, KEDT.
- Designed and developed webpages for Academic Departments. Created site maps to present the layout to the client. Developed wireframes and prototypes to present to business owners.
- Collaborated with programmers, copywriters and editors for an enhanced and effective website. Regular upgrades and maintenance of cob.tamucc.com

College of Architecture, Texas Tech University
Jr. Graphic Designer

Aug 2002 - May 2003

- Designed layouts and edited illustrations for the book "Architectural Delineation: Presentation Techniques Vol 2". Designed and developed an interactive game, in Flash, for a distance-learning program. Prototyped in Director MX. Assisted with the publication & editorial design - Designed a weekly newsletter and art directed a bi-monthly magazine

Greenpeace
Designer

Apr 2000 - May 2002

- 3D Modeling, drafting site plans, websites, branding for large-scale real estate companies. Participated in marketing, proposals, and project administration.

» education

Texas A & M University-Corpus Christi (2003 - 2005)
Master of Arts in Interdisciplinary Studies (Major-Graphic Design & Photography; Minor-Computer Science)

University of Madras, India (1997-2002)
Bachelor of Architecture