



CLAIRE URBAN

ClaireUrbanDesign.com

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SENIOR INTERFACE DESIGNER

Award-winning User Interface Designer focused on functional and clean designs that deliver targeted results.

- Lead designer and Illustrator formally recognized with more than 60 awards including regional and national American Advertising Federation's ADDY Awards, Webby Awards, Mature Market Media Awards, Content Marketing Association Award, and a Mobile Web Health Award.
- Strong design and production background with expertise creating modern, interactive elements.
- Proven ability to lead teams, uniting designers and programmers to avoid bottlenecks that cause projects to stall.

EXPERIENCE

Played an integral role as lead designer during my 15-year career as the company grew from 3 employees to 23, adapting with the changes of the industry.

Immersion Active, Frederick, Maryland

Senior Interface Designer

2007-2015

- Lead interface designer on client websites, mobile apps, emails, advertising campaigns, and social media presence with accountability for the overall look and feel, including elements and navigation.
- Collaborated with account executives, project managers, copywriters, media developers, and programmers ensure all projects exceeded client expectations from design concept to final live project.
- Ensured branding and logo consistency across various applications from print collateral to online representation.
- Created e-learning courses working in collaboration with copywriters and programmers to develop overall course and featured interactive modules.
- Directed client and vendor presentation of wireframes, design comps, and finalized designs.
- Identified post-launch issues with development staff and management to implement improvements after initial project launch by reviewing user testing, posted comments, and analytic reports.



Immersion Active, Frederick, Maryland (continued)

Art Director

2005-2007

- Managed client projects with a team of designers, including a multimedia developer and a programmer to create user-focused design.
- Designed award-winning user interface websites, multi-tiered campaigns, and print materials.
- Delivered design concepts for multiple consumer and client facing projects and provided design support as needed.

Senior Designer

2000-2005

- Lead designer, excelling in Adobe Photoshop, Illustrator, and InDesign.
- Technical Illustrator for animation and interactive portions of sites.

Designer

1999-2000

- Worked on a team as a designer on both internal and client marketing materials and presentations.
- Developed print design and production, including identity packages, logos, advertising, signage, annual reports, and other traditional projects.

McDaniel College, Westminster, Maryland

Professor of Art 3307: Web Design

Fall 2010

- Taught interface design, user experience and project management

EDUCATION

Bachelor of Fine Arts in Graphic Design, Shepherd University, Shepherdstown, West Virginia

WORK SAMPLES

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