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EMPLOYMENT

Creative Director, UI/UX & DotCOM, 4/2014 - 11/2015

hhgregg

Designed and oversaw a complete architecture redesign to the hhgregg.com website to accommodate significant improvements including a fully responsive web design platform, new CMS features including expanded isle and a redesigned user-facing commerce composer system.

Developed and led an in-house design team responsible for developing and maintaining the hhgregg brand across multiple platforms.

Provided creative direction to both sales and social media campaigns, resulting in continuous growth in sales and ROI.

Senior Director, Arts & Events, 10/2012 - 12/2013

Indy Parks

Created distinct new cultural programming for Indy Parks summer concert series and the Garfield Park Art Center, including Bike-IN Movie Nights, Listen Local at Broad Ripple Park, WARM Fest, and a new signature series of concerts throughout Indianapolis.

Built a new finance method with multiple non-profit agencies to create a self-funded model for city sponsored arts and music.

Engaged many new groups and non-profits, encouraging interaction with Indy Parks, significantly increasing interest and press for Indy Parks.

Creative Director, 11/2008 - 10/2012

Black Market, LLC / Indy.gov

Nurtured distinct web presences for national retail, informational and marketing-driven websites. Duties included online branding and identity, site layout, user interface and design, web and print advertising campaign creation, and multimedia development. Achieved multi-faceted directives for diverse clientele and utilized multiple unique content management systems and technology solutions.

Designed the user interface, visual branding and graphics, and managed the creation and development of the new Indy.gov website from concept to completion.

Senior Designer, 8/2005 - 11/2008

NIC, Inc. / IN.gov Indianapolis, IN

Created and led a national design and development staff for NIC, Inc. in the Indianapolis office. Met with state agency officials and executives to develop websites, gather sub-site specific requirements, find technology solutions, and create budgeting for staff and time efficiency.

Developed agency marketing, branding and design and development strategies for the offices of Gov. Mitch Daniels, First Lady Cheri Daniels, Indiana State Department of Health, Office of Management and Budget, Indiana State Fair, Lucas Oil Stadium, Department of Natural Resources, Family and Social Services Administration, and Bureau of Motor Vehicles, among many others.

Coordinated and managed full project cycles of visual marketing, design and aesthetic duties as well as integration with emerging web technologies for the IN.gov website and state agencies. Additionally created award-winning advertising and promotional material for NIC, Inc. and its agencies within 14 contract states. Duties included budgeting, QA, staff management, project management, and face-to-face client interaction.

EDUCATION

B.F.A., 2002

Herron School of Art, Indianapolis, IN

REFERENCES

Candy Irven
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