

/PURPOSE Internet designerd seeks family of likeminded achievers to work on making the future a good one.

WORK HISTORY

TheLadders. I designed a total reboot of the company's core product using new technologies and techniques including responsive design, SASS pattern libraries, and managing design and copy assets in version control. In addition to my core function as a visual designer, I regularly participated in product strategy and prioritization, user testing and design studios, and contributed to front-end code and code reviews. I was on the agile committee, the company's culture council, was nominated for a peer award, and maintained the second largest mailing list at the company: lolcats@theladders.com.

Interactive One. A suite of disparate ad-supported media properties (like NewsOne.com and TheUrbanDaily.com and 50+ radio station sites) loosely organized around a massive social network (BlackPlanet.com) generates an intense and relentless design demand. I oversaw the visual design output of both the product and marketing design teams. In a year and a half, we designed and built all 50 radio station sites and redesigned the content sites (including mobile versions)—all while adding features to BlackPlanet, and churning out several custom ad campaigns per month. I also began a complete redesign and rebrand for BlackPlanet. I was on the core values committee and won a peer award. CEO Tom Newman said on my departure, "Your imprint is literally everywhere—from creating our mission to touching millions of consumers every day with your designs, product, and thoughtful creativity. You were one of our pioneers! You will be missed."

AtmosphereBBDO. I was a "fireman." Instead of belonging to one account, I worked with whatever client had a crisis. I worked on projects for mega-brands such as Pepsi, Monster, Hyatt, Visa, Citibank, and Conservation International where I was counted on to fill in whatever was needed—ad concepts, illustration, site design and flash animation—in the nick of time.

Behavior. In the earliest years of the agency, I worked beside the now-famous co-founders to build immersive (but accessible) rich media experiences for flashy clients like HBO and P. Diddy's "Vote or Die," redefining the edges of a young internet that was slow, slim-featured, and browser-war-embittered. The internet is less young now.

Independent Work. In the first half of my career, I freelanced heavily. For a while I ran my own small shop with a dev-collaborator. I worked with interesting clients like The New York Times, Icon Nicholson, and Heavy. I learned business practicality and presentation skills, and it allowed me to travel the world, and live in Berlin for a year. Nowadays, I avoid freelance except for very special projects.

PROJECTS

StartupBus & Happstr.com. In 2012 I joined a crazy competition where handpicked folks pitch ideas and form teams to build a startup in 3 days on a bus-ride to SXSW. My team built a responsive site to tag where you feel happy and why. We were finalists, and were covered by [Mashable](http://Mashable.com), and [The Atlantic](http://TheAtlantic.com).

Atomic Design Open-Source Project. My frustrations managing design assets for large projects first expressed themselves as a spiky manifesto on file-naming, but later matured into a method of collaboratively breaking projects into libraries of reusable chunks of functionality and style. The idea got traction after I spoke about it at the [AgileUX 2012](http://AgileUX2012.com) conference, and I formed a team to start the project.

Is it Futureproof? I designed this fun art project website with a friend to get people thinking about how our lives will change in the next 20 years. It was my first project writing SASS, and it blew my mind.

Hackers on Planet Earth, Chaos Computer Congress, Hackers on a Plane. The quality of a conference has as much to do with designing the attendees' experience as the quality of the speakers. It requires a shocking amount of design—websites, t-shirts, signage, etc. I was never more tired, or happy.

EDUCATION

I made my first website in 1993 with 'pico' and 'Mosaic.' It featured a picture of me, morphing into a cat.

I attended the University of Colorado for about a year before moving to NYC to design webs full-time.

Staying educated about design and the web is serious business. I regularly attend meetups and conferences, learn new skills, and spend about 15 hours/week reading and experimenting.