



## MELANIA SEMERAD-MEIER

19 years award-winning interactive design experience

### SELECT CLIENTS

CondéNast, Hearst, Newsweek, MTV, IBM, Intel, GE, Pfizer, Citibank, Kodak, Herman Miller, NBC, Nickelodeon, Toys 'R Us, ARTINFO.com, DeinDeal.ch

### EXPERIENCE

**Medtronic** (formerly Covidien), Zürich - Senior Designer / Marketing Operations Europe (October 2012 - Present)

- Work collaboratively in a fast-paced, globally distributed team and multinational office
- Manage two designers located in Prague
- Support marketing and advertising with desktop and mobile product sites, print campaigns and trade show collateral, targeting surgeons and other health care professionals
- Design and program Interactive Brochures for sales to share with customers, optimize the code for iPads and incorporate Google Analytics
- Re-designed the EU Online Product Catalog with 4,000+ items, focusing on visual and usability improvements while following existing brand guidelines
- Re-designed the Product Showcase for touchscreens and tablets, resulting in a significant increase of leads from congresses and trade shows

**Memonic**, Zürich - Director of User Experience (August 2010 - July 2011)

- Designed the user interface for web-based tools that help users capture, organize (folders, tags, groups) and share web content
- Defined and applied the corporate brand across the site (B2B focus with B2C appeal)
- Supported the marketing department with print collateral and online campaigns
- Practiced Agile UX with two week Sprints, embraced iterative design, and worked closely with developers throughout the Scrum process
- Wrote online surveys and user test scenarios, created click-through prototypes, ran paper tests, and reviewed usability results to recommend improvements

**CollegeBoard**, NYC - Art Director / Internet (2007 - 2009)

- Designed interactive applications for the CollegeBoard sites (35,000+ pages), oriented for 3 different audiences (students, parents, and professionals)
- Designed minisites, emails, and ad campaigns for the marketing department
- Created and maintained online style guides for the CB Professional and SpringBoard Online sites, while extending the design guidelines for new site additions
- Managed 4 in-house designers and reviewed projects from external design firms

**CondéNet Creative Services**, NYC - Design Director / Internet (2005 - 2007)

- Oversaw the design process start to finish: served as chief liaison with project managers, established scope of design needs, delegated work, set and enforced visual direction, ensured design solutions were on time and budget
- Managed 8-10 designers and Flash programmers: determined and documented workflow, led daily status meeting, recruited new hires, maintained network of freelancers
- Designed ad solutions for epicurious.com, concierge.com, style.com, men.style.com: minisites, rich media, ad units, sweepstakes, emails, marketing collateral

**CondéNast / Fairchild Bridal Group**, NYC - Creative Director / Internet (2003 - 2005)

- Set global design strategy on modernbride.com, brides.com, and yourprom.com, including brand translation, user interface, usability, and visual systems
- Directed multi-phase, award-winning re-designs of all sites, bringing together business, editorial and technical requirements
- Crafted more than 80 advertising campaigns totaling \$500,000 in new business
- Managed 2 fulltime design staff members and 4 project-based freelancers

**NBC**, NYC - Contract Interactive Designer (2002 - 2003)

- Designed web sites and online promotions for BravoTV's original programs

**OliveMedia**, NYC - Interactive Design Director (2000 - 2002)

- Designed e-commerce sites, games, websites and online ad campaigns
- Wrote and presented proposals for new business plans

**eCentric Consulting**, NYC - Senior Interactive Designer (1998 - 2000)

- Developed branding and design for high end financial and e-commerce clients
- Integral in development of website audits, usability testing and template guidelines

### CONTACT

melania@melania.com

### LOCATION

Zürich, Switzerland

### PORTFOLIO

[www.melania.com/work/index.html](http://www.melania.com/work/index.html)

### SKILLS

Art Direction & Visual Design  
Responsive & Mobile Design  
User Interface & Usability Testing  
Mockups & Wireframes  
Team & Project Management  
Advertising & Marketing  
Branding Development  
Calligraphy & Printmaking

### COMPUTER SKILLS

Adobe Creative Suite  
(InDesign, Photoshop,  
Illustrator, Dreamweaver)  
HTML5 / CSS3  
Balsamiq

### LANGUAGES

English - Native  
Romanian - Native  
German - Fluent

### AFFILIATIONS

AIGA, IxDA, UXPA

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### EXPERIENCE (continued)

#### **Siegel & Gale**, NYC - Senior Interactive Designer (1996 - 1998)

- Lead role in concept development, strategic branding and award-winning design of websites for Fortune 500 companies

#### **Anderson & Lembke**, NYC - Interactive Designer (1995 - 1996)

- Collaborated with an international team of 20 on the production and cross-platform implementation of a Swedish e-commerce site with a focus on community and news

#### **Herman Miller**, Grand Rapids, MI - Designer (1994 - 1995)

- Awarded prestigious one year internship program
- Designed print and online promotions, monitored budgets and schedules, photo-shoots and press checks

### EDUCATION

#### **Carnegie Mellon University** - Pittsburgh, PA (1990 - 1994)

- Bachelor of Fine Arts, 3.8 / 4.0 GPA
- Focus in Graphic Design with core classes in Fine Arts and Industrial Design
- Awarded the Tradition Award Scholarship (1990 - 1994)

#### **Royal College of Art**, London: focus in Design (summer 1991)

#### **Academy of Art**, Salzburg: focus in Painting (summer 1990)

### PROFESSIONAL TRAINING

#### **UXcamp Europe** - Berlin UX Barcamp (May 26 - 27, 2012)

#### **UXcamp Europe** - Berlin UX Barcamp (June 11 - 12, 2011)

#### **Carsonified** - Future of Web Design (November 3 - 4, 2008)

#### **Edward Tufte** - Presenting Data & Information (September 19, 2008)

#### **Smart Experience** - Interaction Design for Rich Interactive Applications (RIAs)

- Eight-Class Seminar and Studio Course taught by Dave Malouf (May - July, 2008)

#### **Nielsen Norman Group** - Interaction Design 101

- Three-Day Immersion with Bruce "Tog" Tognazzini (April 7 - 9, 2008)

#### **An Event Apart** - Design Conference (October 4 - 5, 2007)

### AWARDS

Awards Webby Awards Nominee "Services" Category - brides.com (2005)

MIN's Best of the Web - Site Design - modernbride.com (2004)

MIN's Best of the Web - Ad Presentation - brides.com, modernbride.com (2004)

MIN's Best of the Web - Photo Galleries - modernbride.com (2003)

Medical Marketing Assoc. Global Award Finalist - viracept.com (2002)

One Show Interactive Merit Award - olivemedia.com (2001)

SmartMoney Top 10 Online Brokerage Firm - troweprice.com (1999)

Art Directors Club of NY Merit Award - Kodak (1998)

PRINT Design Excellence Award - Herman Miller (1996)

**Personal details and references are available upon request**