

Jeffrey M. O'Brien
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Folio: <https://www.jeffob.com>

Director, Design + Digital Strategy
KateMadison.com
2004 — 2019, Portland, ME

Design and development of an ecommerce business growing revenues from launch to over \$1 MM annually. Conceptualized, designed, and built upon creative strategies that expanded the consumer base from launch to present.

- Concept, design and development of brand guidelines and overarching design style guide for the site and social channels. Responsible for on-going site enhancements.
- Created sitewide design standards and style guide for site and brand.
- Oversaw UX design and development, including wireframes and workflows for new business initiatives.
- Designed and developed new site content features to meet customer requirements.
- Created mock-ups, user interaction models, wire frames, prototypes, design specs and guidelines and screen flows.
- Developed user-centered design to make site informative, and effective for end-users.
- Wrote HTML, JavaScript, CSS and ASP for new site features and enhancements.
- Led the SEO strategy for search optimization: product pages ranked in top pages on search engines.
- Collaborated with sales, content, product and marketing team develop new site features.
- Business featured in national publications including: "This Old House," "Food & Wine," "Better Homes & Gardens," "Remodeling & Makeovers," "Philadelphia Magazine," and TLC's "Moving Up".

Creative Director
BrandArts

1999 — 2004, Boston, MA

A digital design + development agency working for clients including: Associated Press, Voter.com, Munters, Women's Independent Forum, TCS Daily, and Heritage Group. BrandArts was recognized by Print Magazine for best interactive design.

- Concept, design and development of web entities for the above clients. Site work spanned from entire new site design and development to special interactive features.
- Created sitewide design standards as related to brand guidelines style guide for clients.
- Oversaw UX design and development, including wireframes and workflows.
- Created mock-ups, user interaction models, wire frames, prototypes, design specs and guidelines, and screen flows.
- Wrote HTML, JavaScript, CSS and ASP for new site features and enhancements.
- Managed client relationships, met with stakeholders to get input and sign-off on initiatives.
- Worked with corporate development teams to tie-into existing client frameworks.

Digital Art Director
AltaVista Entertainment, GT Interactive
1998-1999, Newton, MA

Art Director for AltaVista Entertainment, Web & TV portal, at a top-ranked search engine. Lead the creative development and strategy of the website with over 300,000 visitors/day.

- Collaborated with the management team to conceptualize, design and build the new website.
- Interfaced with web development to build out new site, and ongoing enhancements and features.
- Worked with internal development team and consultants to build design templates for the CMS.
- Designed graphics for special story features, and enhancements.
- Wrote HTML templates that could be integrated into the backend systems.
- Developed design style guides and standards for brand consistency sitewide.

Digital Art Director
Reed Business Information (Cahners Publishing)
1996-1998, Newton, MA

First digital Art Director for Manufacturing Marketplace (Manufacturing.net). Website was Cahners' first web portal for its manufacturing magazines, and annual tradeshow.

- Design and development for (13) industry magazines giving them an omni-channel presence.
- Worked with editors, and production team to reach design goals.
- Managed production team and set-up production schedules.
- Responsible for design of online editorial hubs for each brand.
- Developed brand guidelines for online entities that related to established print brands.

Education + Skills

Massachusetts College of Art + Design

Graphic Design/Illustration

Blue Hills Technical Institute, AAS

Advertising Art + Design

Skills: HTML, CSS, ASP, JavaScript, Adobe Creative Suite, CMS

Art Direction, Digital Strategy, Creative Direction, Digital Illustration, Web Design, Interactive Marketing, Experience Design, Information Design, UX Design, User Interfaces (UI)