

Michael Almond
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Summary

I have worked as a Web professional for the last nine years in both full-time positions and as an independent freelancer. I have a particular focus on User Experience and User-Centered Design principles and specialize in front-end disciplines for Web sites and Web applications. These include visual design and branding, interaction and information design, usability, content recommendations and front-end coding. The diversity of my clients and projects ranges from eCommerce Web sites and Web applications to non-profit advocacy and education sites. My professional skills draw on ten years of previous experience as an Art Director, Graphic Designer, and Campaign Organizer at a leading Social Marketing media agency. I have management experience as well and have led creative teams, worked directly with clients and funders, and organized advisory panels. I am also a Contributing Writer to [Digital Web Magazine](#).

Work Experience

PeoplePC Online, an EarthLink Company

Lead Designer & User Experience Specialist, Product Marketing

January 2006–October 2006 | Full-time

- Providing leadership in creating and maintaining PeoplePC Online's User Experience strategy.
- Making usability and content recommendations to improve and enhance customer experience on member and acquisitions sites, as well as other key online processes.
- Overseeing the brand as it applies to all Web properties.
- Leading the development of all visual and interactive design elements for Web properties, including page layouts, site navigation and information architecture.
- Working successfully with interdisciplinary teams and collaborating with business units, internal clients/stakeholders and researchers.
- Managing relationships with external Web design resources and providing art direction as the main point of contact.
- Developing and overseeing the Web Properties Design Services methodology.
- Reviewing all work in QA to ensure quality delivery of visual designs during development.
- Remaining current with the latest online marketing trends and best practices.

Almond Design

Creative Director & User Experience Specialist

2002–2005 | Freelance & Consulting

- Creating visual and information design solutions for Web sites and browser-based applications based on User-Centered Design principles and User Experience best practices.
- Creating or modifying look and feel, identity design and defining graphic standards guidelines.
- Designing the information architecture, navigation and user orientation strategies.
- Making specific recommendations for site content and features, including Search Engine Optimization (SEO), as well as copy writing and editing.
- Front-end development (XHTML, DHTML, CSS, and Flash).
- Testing for browser compatibility cross platform, prototyping and site implementation.
- Documenting User Experience and technical requirements, site assessments, use case scenarios and creating training guidelines.
- Working with developers and architects to build back-end databases and Web applications.

Terrace Consulting

Senior Front-End Design & User Experience Specialist

2003–2006 | Contract work as needed.

Senior Creative Designer, User Experience Group

2000–2001 | Full-time

- Creating visual and information design solutions based on User-Centered Design principles.
- Determining content and functional requirements for the front-end of Web sites and browser based applications.
- Working with developers and architects to build applications based on technical, end-user and business requirements.
- Creating documents defining navigation, User Experience requirements, training processes, test case scenarios and graphic standards guidelines.
- Creating prototypes, images, HTML and CSS templates, animation, sound effects and rich media for various projects.
- Testing across platforms and on all supported browsers, validating mark-up, CSS, and optimizing pages for load time.

Public Media Center

Senior Art Director & Lead Web Designer | 1997–2000 | Full-time

Art Director | 1992–1997 | Full-time

Account Executive | 1989-1992 | Full-time

- Designing, developing and maintaining agency and client Web sites.
- Applying the principles of visual design, typography and color theory to print, environmental and publication design.
- Creating or revising brand identity, including logo development.
- Managing national communication campaigns in print and other media.
- Directing creative teams, working directly with clients and third party vendors.
- Fundraising, proposal and grant writing.

Education

Brown University, BA Art History & BFA Film Making, 1988

Rhode Island School of Design, shared studies with Brown, 1988

Studio Art Centers International, Florence, Italy, 1987

Partial Client List

Accounting Microsystems, Inc.	Judy van Soldt Architecture
AIDS National Interfaith Network	MCG Architects
Aon Services Group	Orchard Supply Hardware, Inc. (OSH)
Autism Education Network	Planned Parenthood Federation of America
Auto Insurance Specialists, Inc. (AIS)	Pacific Bell
California Bankers Association	Pacific Nurseries
California Wellness Foundation	PeoplePC Online
CNET Networks	Rainforest Action Network
DoubleTake Magazine	Slingshot Productions
EarthLink	Symmetricom, Inc.
Earth Island Institute	Terrace Consulting, Inc.
Ford Foundation	Todd Pickering Photography
Gay Men's Health Crisis	Veoh.com
Hooksdesign + Architecture	WorldGroup Consulting, Inc.

Memberships

Digital Web Magazine, Contributing Writer
AIGA Experience Design Community
American Society for Information Science and Technology

References available on request.