

Davina Anthony

New York, NY, 10019
davina@dmacreative.com

Portfolio: <http://www.dmacreative.com>

Summary of Qualifications Highly motivated creative/user experience director and project/product manager with extensive experience in web, mobile, SEO, social media, interactive marketing, software interface development and strategy/management.

Areas of Expertise: Design, Production, User Experience, Product Specifications, Information Architecture, Wireframing, User Interface Design, Usability/UX Testing, Web Development, Prototyping, Designing for mobile devices, Flash Development.

Languages: HTML5, CSS3, Actionscript, JavaScript, XML, PHP, XML.

Software Knowledge: Photoshop, Illustrator, Flash, Dreamweaver, multiple CMS platforms, Subversion, Basecamp, MS Office, Balsamiq, Premier, After Effects.

Professional Experience

TIME.com (TIME Magazine/ Time Inc.) – Manhattan <http://www.time.com>

February 2011 – Current (*Design Director & Director of User Experience*)

- Oversee all design and UX decisions for Time.com and related mobile products
- Created interactive wireframes to illustrate site flow, page layouts, and site navigation for stakeholder buy-in and to aid in the design process
- Led User Experience strategy initiatives in the strategy and discovery phase of TIME.com Web and mobile projects and products
- Work directly with both the editorial online & print departments, product, front-end and IT to ensure successful launches of all Time.com related products and sections
- Introduced a master template approach to improve the user experience of Time.com
- Helped in the success of a 40% traffic increase over a 6 month period
- Ranked Number 1 in Magazines for Digital Intelligence 2011: Time Magazine Has Highest 'Digital IQ' in Ranking of 87 Titles

New York Daily News – Manhattan <http://www.nydailynews.com>

April 2007 – January 2011 (*Creative and User Experience Director*)

- Responsible for initiating and redesigning nydailynews.com within an aggressive two month time frame.
- Directly attributable for the increase of website traffic from 25 to 220+ million page views and 4 to 22+ million visitors a month.
- Improved both the performance and user experience of nydailynews.com
- Introduced the company to new ways of selling advertising through custom built sponsored micro sites, special sections and sponsored applications.
- Built a productive team from scratch - hired project managers, designers and front end developers to grow a successfully department.
- Work directly with the editorial team to train and support our growing site and new applications we build.
- Involved in all major decision making to select our 3rd party partners, CMS platforms and tools.
- Responsible for all SEO & Social Media decisions.
- Mentored designers and developed dozens of style guides to help to define our online brand.
- Act as a communication bridge between editorial, advertising and IT to ensure products, projects and applications are implemented correctly.
- Helped to integrate video into our organization and supported new video staff.
- Successfully launched dozens of online projects and products.
- Awarded the 2008 & 2009 Official Honoree for the Webby Awards – Newspaper category

AllianceBernstein – Manhattan <http://www.alliancebernstein.com>

March 2007 – April 2007 (*Freelance Creative Director*)

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Creative Director and developer for AllianceBernstein Website, Brands and Applications

NBC Universal (NBC Sports Division) <http://www.nbcsports.com>

December 2006 – March 2007 (*Freelance Creative Director*)

Creative lead for the redesign of NBCSports.com, NBC Olympics Website and media player, rotoworld.com and other NBC sports related brand websites.

Tribal DDB – New York (Manhattan) <http://www.tribalddb.com>

September 2006 – April 2007 (*Freelance Art Director*)

Tribal DDB Worldwide is a top ten international digital marketing agency, with a strong reputation for strategic thinking and excellent creative work. Responsibilities included interactive design/concepting on Johnson and Johnson Clean & Clear, Neutrogena, Dannon, Phillips Norelco and Chanel accounts.

Hudson Union – New York (Manhattan) <http://www.hudsonunion.com/>

September 2006 – May 2007 (*Freelance Art Director*)

Hudson is a privately owned design and technology company in New York City with extensive experience in the fields of visual design, interaction design, motion graphics, and technology. Working offsite I have been the lead designer in the redesign of the travelchannel.com, Council of Fashion Designers of America and Outstanding Directors Exchange site.

Creative Priority – New York (Manhattan) <http://www.creativepriority.com>

August 2006 – September 2006 (*Freelance Art Director*)

Creative Priority is an interactive advertising agency that specializes in online marketing specifically in creating viral games, flash applications and banner advertising. A partial list of clients include: ING Direct, Citigroup, Hairclub, Pfizer, Zingy, Roche, King Pharmaceuticals and more. My responsibilities included the design and development of hairclub.com

Greater Than One – New York (Manhattan) <http://www.greaterthanone.com>

July 2006 – August 2006 (*Freelance Art Director*)

Greater Than One is a independent, full-service interactive marketing agency specializing in the health industry holding 8 of the top 20 global pharmaceutical company accounts. They also service New York University, BET.com and many others. My primary role was working on the new BET.com site redesign.

The CooperGroup - New York (Manhattan) <http://www.thecoopergroup.com>

March 2006 – July 2006 (*Senior Interactive Art Director*)

The Cooper Group is a New York City based advertising agency specializing in financial industry offering expertise in B to B, strategy, marketing, interactive, branding and direct mail. As senior art director my role was to build the interactive division within the agency. I was responsible for the American Express accounts and others such as Disney, ThomasNet, Brooks Brothers and more. My role included collaborating with copywriters and designers to develop advertising campaigns both online and print.

2ndNature Studio - New York <http://www.2ndnaturestudio.com>

June 2005 to February 2006 (*Interactive Art Director /Project Manager*)

2ndNature is a full-service design studio, specializing in interactive design including websites, touch screen kiosks, multimedia CD-Roms, Motion graphics and flash applications. 2ndNature is recognized as an award winning studio, having won numerous awards in the New York state area and on the web.

In my role at 2ndNature I was responsible for maintaining client relations, designing & executing projects on time and on budget for company's such as: Welch Allyn, The Syracuse Symphony, Galson Laboratories, Sports Physical Therapy of NY, Armory Square Association, The Everson Museum of Art, USA Datanet, Sutton Real Estate, the Rockefeller Foundation and several other New York based companies.

Optus SingTel – Sydney, Australia <http://www.optuszoo.com.au/>

September 2003 to June 2005 (*Senior Multimedia Designer/Developer*)

Optus one of the largest telecommunication company in the Asia-Pacific region. My

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primary responsibility was to design, develop and maintain the customer-facing pages of the OptusNet portal (taken over by MSN in 2006 and previously purchased from Excite) and the front-end associated applications. I was responsible for:

- The design of the user interfaces and front-end development of these ready for backend integration.
- Designing the look and feel of the install CD's for the OptusNet Cable, DSL and Dial products.
- Developed branding/style guide documentation, functional specs for marketing initiatives.
- Acting in a consultancy role for the interactive marketing department and our agency M&C Saatchi for all online acquisition and customer management campaigns.
- Act as a usability consultant, providing up-to-date information and trends in web standards, web accessibility and web portability to cross into mobile departments.
- Interacting with the various corporate departments including: Interactive marketing, Engineering, Producer department, Risk analysis teams & application development teams.

Ceneka Pty Ltd <http://www.ceneka.com.au>

September 2002 to September 2003 (*Cofounder/Creative Director/Web Developer*)

Cofounder and partner in this company – Ceneka focuses on building and developing Web tools and content management systems www.multileaf.com. My primary responsibility was building the design division and working with other designer and web developer within Ceneka by providing graphic design, publishing & web design services to both new and existing clients.

- Created web sites and functional specs for both new and existing clients.
- Worked with clients to develop online marketing campaigns including banner advertising, email newsletters, Eyeblasters and splash landing pages.

Global Competency Systems

October 1999 to September 2002 (*Web Designer/E-learning & E-Marketing Specialists*)

Employed as a key member of this small and dynamic organization, GCS is focused entirely upon the development of computer based learning/marketing tools and content. A partial list of existing clients include: PricewaterhouseCoopers, Carlton United Brewery, Kelloggs, Commonwealth Bank, Toll Logistic, Colonial, Department of Finance and Administration, ACCC, Australian Retail Association, Linfox, NRMA, Foodstuffs (Auckland), Cable & Wireless (UK), Northamber (UK).

Responsibilities included:

- On site and in house development work using Photoshop, Illustrator and other tools to create interface elements for user interaction
- Created and edited graphic, audio and video content for both web and CD-rom training courses
- Facilitating the development and implementation of 2 new major software products (E-Learning & E-Marketing).
- Responsible for creating user manuals, brochures and marketing material with Quark and Pagemaker both in house and for clients.
- Training course development and management
- Client consulting to implement e-learning solutions at a number of Australian companies.
- On site training and client facing to improve software utilization
- Key presenter at an E-Learning conference in London, England to promote and demonstrate the software, March 2002
- Participated in the Online Learning Conference and Expo in Asia, Singapore in a e-Learning Shootout and achieved the fastest finish time for Legacy content conversion, May 2002

Independent Design / Consulting <http://www.dmacreative.com>

1997 to Present

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Education **Dynamic Web Training**, (Macromedia Certified)
2004 - Flash MX 2004: Application Development and Advanced Application development Courses

University of New South Wales, Sydney, Australia
1997 – 2000 Design Degree <http://www.cofa.unsw.edu.au/schools/designstudies>

Member of <http://webstandardsgroup.org/>

Awards and Recognition **Min's Best of the Web Awards 2012: Tablet App (Free App)**
TIME Populist – TIME Magazine http://www.minonline.com/awards/BestofWeb_2012/

Eppy Awards 2010 – Official Honoree for newspapers over 1 Million unique visitors a month for www.nydailynews.com

Webby Awards 2009 – Official Honoree under the category “newspapers” for www.nydailynews.com

Webby Awards 2008 – Official Honoree under the category “newspapers” for www.nydailynews.com

Art Express 1995 — Art Gallery of New South Wales
Artwork selected and included in this prestigious event
<http://www.artexpress.nsw.edu.au/>

Technical Skills Self Assessment	Software	Basic	Intermediate	Advanced
	Adobe Creative Suite			•
	All Video & Audio Editing Software			•
	HTML5, XML & CSS3			•
	JavaScript & ActionScript		•	
	Dreamweaver & Flash			•
	Windows & MAC OS			•
	Microsoft Project, Visio & Balsamiq			•
	PHP & PhpMyAdmin	•		•
	MS Office Products			•

I have the ability to pick up any new language or package very quickly as I have done with some of the software above. I enjoy sharing the knowledge, ideas and benefits when learning these tools with others.

References/Portfolio To view portfolio go to: <http://www.dmacreative.com>
References are available upon request.