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Clients

Here's a partial list: Adobe, American Express, Apple, Cisco, DISH Network, Dockers, Hard Rock Cafe, Home Depot, HP, Levi's, Macromedia, Microsoft, Oracle, Safeway, Sega, Sprint, Standard & Poor's, Symantec, Virgin Records America, Yahoo!.

Education

University of Massachusetts

DEGREE: Bachelor of Arts, English
GRADUATED: 1984

Massachusetts College of Art

COURSEWORK: Graphic Design
DURATION: 1986-88

Memberships

Member AIGA/NY
Graphic Artists Guild
Freelancers Union

Personal

Generally preferring loud motorcycles, strong beer, and cheap sunglasses.

Art Direction & Interaction Design

Summary

Seasoned interactive designer and art director leveraging a 12-year track record crafting digital experiences for clients in San Francisco and New York. I build web sites, web applications, mobile applications, online advertising, and rich email marketing campaigns.

Expertise

- Strong conceptual thinker with a proven ability to execute and "get it done right"
- Able to translate business goals and functional requirements into compelling solutions
- Solid foundation in web design methodologies, best practices, and usability standards
- Expertise in eCommerce, search engine optimization & social media marketing
- Enthusiastic, strong collaborator, and positive partner for account & management teams
- Dynamic, responsive communicator with excellent written, verbal & presentation skills
- Excellent organizational, budget, schedule and time management skills
- High proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Working knowledge of HTML/CSS, JavaScript and its application to web design
- Passionate about digital content, culture and social media

Selected Freelance Experience

Adobe, San Francisco, CA

ROLE: *Experience Designer* | DURATION: 5.10-02.11

Work with Adobe's Experience Design Team and content partner WIRED to introduce WIRED Magazine for the iPad—an immersive digital magazine experience merging the richness of high-end print design with the engagement capabilities of Apple's new iPad: The app shot up to the #1 paid slot the week of its release and sold 24,000 copies in the first 24 hours.

Apple, Cupertino, CA

ROLE: *Art Director* | DURATION: 11.05-6.07

Art directed and designed rich emails and direct marketing print materials to support online store & product launches. Helped support launches of MacBook Pro, iPhone. Promoted all Mac computers, the iPod line, and iTunes, and also on messaging to Apple's key professional audiences: science, design, film + video, photography, and IT.

Tribal DDB, San Francisco, CA

ROLE: *Visual Design Lead* | DURATION: 9.07-02.08

Led the visual design effort for the re-launch of Safeway.com including creative strategy, hands-on design, and team management.

Selected Full-Time Experience

Organic, San Francisco, CA

ROLE: *Senior Designer* | DURATION: 2.98-1.99

Served as visual design lead on engagements for large web site design & interactive advertising campaigns. CLIENTS: Levi's, Hard Rock Cafe, and Home Depot and Sprint.

USWeb/CKS, San Francisco, CA

ROLE: *Designer* | DURATION: 6.96-2.98

Served as designer on corporate web site engagements. Created kiosk interfaces, animated ad banners, landing pages. CLIENTS: Microsoft, Gap, Virgin Records America, HP, Janus Financial, and American Express.