

# John R. Stebbins :: Creative Director :: UX/UI Designer

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## SUMMARY OF SKILLS

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Innovative and dynamic Interactive Design Director/ Creative Director has 15+ years of solid experience in user experience and interaction design, conversion design, web and interactive design, designing for direct marketing and direct response advertising, and more.

Possesses skills and experience in split testing, A/B testing, Offermatica and creative optimization for conversion, as well as creating and working with site maps, IA schema, online ad rich media storyboards, user flow, wireframes, and other information design documents for web sites and online advertising.

Creative Director/Design Director	UI/UX Design
Lead Generation & Direct Marketing	A/B and multivariate Testing
Effective Direct Response Display Ads	CSS/XHTML, Flash, Photoshop, Illustrator, CS5
Direct Response Television (DRTV)	Composition, Color, Imagery & Typography

## WORK EXPERIENCE

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### Education Dynamics (formerly WorldClass Strategy)

2005 - present

Creative Director

Oversees design and development of all creative materials, including but not limited to, web sites, logos, illustration and other marketing/advertising collateral.

UI/UX design for display advertising, conversion funnels and testing and optimization plans.

Design and multivariate and A/B testing of high throughput conversion funnels.

Focus group planning and assessment. Interpreting data and communicating to stakeholders. Devise and/or optimize new UI/UX based on findings.

Hiring and managing staff copywriters. Writing effective ad copy for multi-variate testing.

Direct Response TV storyboarding, production oversight and strategy.

Mobile site design/development for EarnMyDegree.com

Branding research for eLearners.com for alternate channel marketing.

Works to ensure best practices in creative production; developed creative and technical development process standards.

Acts as cross-functional liaison with various other departments to ensure implementation of creative values. Represents creative team interests in senior management strategy and personnel meetings.

Leads concept meetings composed of designers, writers and significant project stakeholders; conceives and develops advertising strategies to increase consumer's interest in EducationDynamics' products.

Directs, mentors and manages creative team in art direction; ensured strategic development of design and copy for effective conversion.

Built and leads a bi-coastal team that manages and coordinates all areas of online content that support the Company's and our clients' products, services, e-commerce and strategic programs targeted to prospects, customers, partners and the general public.

Art directs and communicates creative strategies to the team, tracks their progress and assigns them work.

2009 Online Media & Marketing Association (OMMA) Award Finalist, Integrated Online Campaign Best Small Marketer Campaign

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### Microsoft, Xbox.com

2004 - 2005

Contractor/Vendor - Web Producer

Responsible for publishing daily content to Xbox.com.

Worked with content producers, designers and programmers to managed the maintenance, publishing of news, press releases, articles, as well as new and existing game content updates for extensive gaming console site.

Designed 2005 Halo 2 world tournament brackets.

### Edmark Corporation (now River Deep)

1996 - 1998

Internet Art Lead

Lead web designer for children's educational game software company web site.

Developed the art direction and strategy for a new corporate and kid's portal.

Designed and illustrated edmark.com with popular Edmark characters.

Designed children's portal showcasing early online game play (Frippl Place Online).

Illustration assistance with award-winning educational game CDROMs.

Hired and led a team of 3 designers and illustrators for site design and development.

Design support for Edmark e-commerce site (store).

### Creative Consultant

1995 - 2009

Freelance Graphic Designer, Art Director

Designed and developed web sites, logos, illustration, and print materials for numerous clients ranging from non-profit to Fortune 500 companies.

Selected Experience:

#### Classmates.com

HTML Email marketing campaign design, display and web site design and illustration.

#### Microsoft

Design and UI design for promotional CDs/landing pages

Microsoft Curriculum in a Box

Microsoft Visio promotional landing page.

Microsoft Mobile Tools

#### Vestcom International, Inc.

Design of print and HTML email direct marketing campaigns.

#### Compaq Computers

Design and UI for Inline, the Compaq intranet site.

*Finish Line* interactive CD design, package design.

#### The Susan G. Komen Breast Cancer Foundation Puget Sound Affiliate

Designed, built and webmaster pskomen.org, collateral print and web event campaign materials.

#### KittyHawk Software

Illustration for kid's CD-ROMs, *The Greatest Paper Airplanes*, *Ornament Maker* and *Paper Animals Workshop*.

Client List:

Hampsten Cycles

Cinghiale Cycling Tours

NELA/Northwest Education Loan Association

SLFA/Student Loan Finance Association

Pat Graney Company

Microsoft Corporation

Compaq Computers, Inc.

Vestcom International, Inc.

World Class Strategy, Inc.

International Therapeutics, Inc.

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MediQuest Technologies, Inc.  
Northwest Association for Biomedical Research  
The Susan G. Komen Breast Cancer Foundation  
Washington Biotechnology and Medical Technology Association Online (WaBio.com)  
The Hope Heart Institute  
Streambox.com  
Merwin Creative  
Hadley Green Creates  
Pop! Multimedia

### OTHER EXPERIENCE

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#### **Selectide Corporation, Tucson, AZ**

1994 - 1996

Research Associate

Research focused on identification of unique combinatorial chemistry compounds with potential therapeutic value for Rheumatoid Arthritis and antibiotic therapies.

#### **Bristol Myers Squibb, Seattle, WA**

1989 - 1994

Research Associate

Research focusing on cloning and characterization of Amphiregulin (AR) and chimeric homologues using all relevant techniques. Expertise in prokaryotic expression and refolding of recombinant proteins. Elucidation of binding activities via assay.

#### **University of North Carolina, Dept. of Pathology, Chapel Hill, NC**

1986 - 1989

Research Technician

DNA sequencing, Western Blots, ELISA, mammalian cell culture, prokaryotic expression and characterization of recombinant forms of Human Prothrombin, Fibrinogen, and Interleukin-6.

### CD ROMS AND ILLUSTRATIONS

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#### **CD-ROMs**

Edmark Corporation  
Thinkin' Science Series: ZAP!  
(Numerous Awards)

KittyHawk Software  
The Greatest Paper Airplanes  
(3 Stars, CD ROM Today Magazine)

KittyHawk Software  
Ornament Maker

KittyHawk Software  
Paper Animals Workshop  
("Stellar" Windows Magazine)

CD Interface Design  
Microsoft Curriculum in a Box DVD  
Compaq Frontline CD  
Microsoft Mobile Tools CD

#### **Illustrations**

Communication World Magazine, Illustrations  
CoffeeTalk Magazine, Cover Illustration  
Van Richter Records, CD Packaging  
ProLab's VIS Gallery, Digital Fine Art Gallery  
Mac Art & Design Magazine, Gallery of Art  
MetaCreations Digital Art Calendar  
Electronic Publishing Magazine, Gallery of Art  
Illustrator Studio Secrets, Feature Article

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Painter 4 Complete, Feature Article  
Silicon Gallery, Digital Fine Art Gallery  
Encore Images Digital Gallery  
Fractal Design's Art Expo, Digital Art Show  
Artistry: The How-To Newsletter for Fractal Design Software, Feature Article

### PUBLICATIONS

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Development of a vector system for the expression of bioengineered proteins. Clin Chem. 1989 Jul; 35(7 Suppl): B7-12.

High-level expression of a bioengineered, cysteine-free hepatocyte stimulating factor (interleukin 6)-like protein. Proc Natl Acad Sci USA. 1988 Dec; 85(24): 9426-30.

The Makiwara as a Tool for Learning. The Journal of Asian Martial Arts. 1993; (2)3.

Functional Anatomy of the Hip for Martial Arts. The Journal of Asian Martial Arts. 1993; (2)4.

### EDUCATION

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**University of North Carolina at Chapel Hill**

B.A. in Biology

**American Management Association**

Management Fundamentals Course

2010

**An Event Apart**

Seattle, WA

2006, 2007, 2008 & 2009

**School of Visual Concepts**

Mobile Design Workshop  
Running an In-House Design Team Workshop  
Logo and Branding Design  
Seattle, WA

1998, 2008, 2009

**Don't Make Me Think!**

A Common Sense Approach to Web Usability Workshop - Steve Krug  
Seattle, WA

2008