



KERI MITOFF

Director of Design, Creative UX Director, Vice President of Design



CONTACT

- REMOTE ONLY
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- 702.234.6447



PROFILE

More than 16 years experience in creative design direction and design, user experience design and direction, leadership, user interface design and direction. Global User Experience and Creative Director VP with a proven track record of developing web sites, web applications, mobile applications and wearable applications. A pragmatic, ux-minded Creative UX Director, Design Director focused on creating immersive, memorable experiences for world-class brands across desktop, mobile, tablet and wearables. Excels at motivating and inspiring team members to deliver exceptional creative work under tight deadlines.



WORK EXPERIENCE

JUNE 2004
PRESENT

Director of Design, Creative UX Director, Senior, Lead Designer VARIOUS CLIENTS, USA

- Directing and designing the user experience, interactions, process flows, visual design across mobile, web, tablet, wearable, ecommerce and SaaS platforms.
- Process includes team leadership, user research, user persona creation, rapid prototyping, creative design, presentation skills, iteration, architectural flow, wireframes, hi-fidelity comps and smooth design to development handoff.
- Providing strategy, creative brainstorming and implemented user feedback, UI and UX design findings for Web, Mobile, Tablet and Wearable App visual product design.
- Extensive iOS and Android Web, Mobile, Tablet and Wearable App UX/UI knowledge.
- Coordinating, directing and managing creative and technical resources.
- 2014-2019 Working with Dexcom.com as a Senior UX/UI and Senior Product Designer on their websites, product dashboards, diabetic device and mobile applications.
- Clients include, Trippeo, dexcom.com, iAdvize.com, Amaze Metrics, etc.
- <http://www.directorofdesign.com/case/case-study-app.html>

JUN 2011
SEP 2011

Creative Director HOLIDAY SYSTEMS INTERNATIONAL, Las Vegas, NV

- Produced high impact pieces for advertising initiatives, product collateral, direct mail, and inhouse programs.
- Created designs, concepts, and layouts and aesthetic design concepts compatible with all browsers and mobile.
- Conducted user experience research to inform design variables.
- Developed, refined, and implemented high-quality user interfaces using strong information, architecture, visual design, and interaction design skills.
- SaaS application design, including wireframes and mock-ups for HSI's proprietary booking engine for clients, inventory application and business engine for vendors.
- Worked with Human Resources to develop interactive training for new hires and sales teams.
- Analyzed business requirements, user feedback and determined appropriate scenarios and workflow, and created UX, UI prototypes to reflect solutions.

JUL 2009
OCT 2010

Creative Director of eLearning NEVADA HEALTH CENTERS INC., Las Vegas, NV

- Responsible for the design direction and creation of 36 NVRHC Online University instructional courses in record time, exceeding employer expectations.
- Leading team members through design solutions with a collaborative approach.
- Mentored and managed team members.
- Interviewed and selected creative and technical staff for projects.
- Designed and developed the UX and UI for courses and exams in Flash, Photoshop, and Illustrator, and created eLearning programs in Camtasia.
- Interacted with team members at multiple levels of the organization, and managed projects, including schedules, planning, coordination, within defined deadlines and budgets.

JAN 2009
MAY 2009

Director of Interactive Design LINK MEDICAL TECHNOLOGIES, Las Vegas, NV

- Overall design direction, planning, creating and implementing online web, flash and UI design.
- Developed and customized rich media e-learning web seminars and promotions.
- Exploring new technologies for the most powerful multimedia and online presentation.
- Successfully executed projects in various media, including web, classroom, motion graphics, broadcast digital video, and corporate marketing print material.



SOFTWARE SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- DREAMWEAVER
- INDESIGN
- FLASH
- ACROBAT PRO
- AFTER EFFECTS
- PREMIERE PRO
- CONTRIBUTE
- CAPTIVATE
- WORD
- POWERPOINT
- EXCEL
- VISIO
- OMNIGRAFFLE
- SKETCH
- INVISIONAPP
- BALSAMIQ, AXURE
- WIREFRAMING
- STORYBOARDING
- STUDIO MAX
- MAYA
- NEXTGEN EMR
- CAMTASIA
- SKILLSOFT CMS
- CORNERSTONE
- HTML/HTML5
- JAVASCRIPT, CSS



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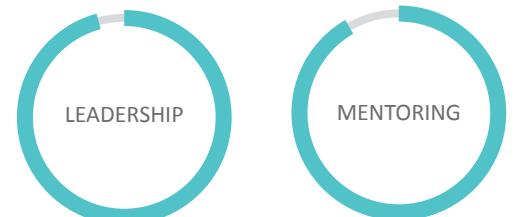


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PROFESSIONAL SKILLS



PERSONAL SKILLS

- CREATIVITY
- TEAM PLAYER
- ORGANIZATION
- FLEXIBILITY
- COMMUNICATION



WORK EXPERIENCE 02

JUL 2006
DEC 2006

Senior Interactive Designer - Senior Instructional Designer
Kelly Services, Troy, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash, to facilitate further course creation.

OCT 2005
JAN 2006

Senior Interactive Designer - Senior Instructional Designer
TEK SYSTEMS (On-Site at Ford Motor Company), Allen Park, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation.

FEB 2005
JUL 2005

Creative Director
ICON CREATIVE TECHNOLOGIES GROUP, Ann Arbor, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation and implementation by team members that I led and was responsible for.

JUL 2004
DEC 2004

Creative Director Interactive - Lincoln.com & Mercury.com
Y&R WUNDERMAN Advertising Agency, Dearborn, MI

- Leading the creative design efforts for the most engaging user experience and brand recognition for lincoln.com.
- Communicating with clients to target their specific media needs.
- Presented ideas and comps at client pitch meetings with great success.
- Led creative and technical teams.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, recognition, use, and compliance.

DEC 2003
JUL 2004

Creative Director Retail Performance Solutions Daimler Chrysler Products
BBDO-DETROIT ADVERTISING AGENCY, TROY, MI

- Created, designed, and developed interactive eLearning web-based and video classroom solutions.
- Directed design solutions for creative and technical staff to follow.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation.



EDUCATION

AUG 1991
MAY 1994

WAYNE STATE UNIVERSITY, Detroit, MI

While attending Wayne State University for a degree in Accounting as a means of funding my education, I worked as a designer. During this time, I realized that UX/UI design was what I wanted to do as a career not Accounting.



LinkedIn



Twitter



Dribbble