

Paul Cofrancesco
Art Direction and User Experience
7 Grove Street Caldwell, NJ 07006
973.303.0430 • info@paulco.net • www.paulco.com

SKILLS

- 20 years professional visual and interactive design experience
- Specializing in User Experience and ecommerce
- Project management, documentation, and guidelines authoring
- Disciplined in the use of standard usability methods and heuristics
- Knowledgeable in Mac/PC tools (Visio, Axure, Office and Adobe CS) and prototyping in Flash, HTML, CSS, and Javascript
- Familiar with Section 508 accessibility and trained in Agile practices and SEO

EDUCATION

(5/93) M.A. in Computer Graphics, Concentration in Interactive Design:

Rochester Institute of Technology, Rochester, New York

(11/92) Certified in Interaction Design:

American Video Institute, Rochester Institute of Technology, Rochester, New York

(12/88) B.A. in Graphic Design:

The University of Maryland, College Park, Maryland

EXPERIENCE

(1/08– Present) Director: Customer Experience: Direct Brands Inc.

(formerly Bertelsmann Direct North America)

- Ensure project implementation meet business requirements and customer usability.
- Coordinate marketing requirements with IT and visual design leads
- Managed web analytic support using Coremetrics, Omniture and Google Analytics
- Provide interface design, interaction concepts and wireframe creation
- Conduct usability testing using Morae software tools and provide recommendations based on findings. Prototype development in HTML, CSS, and Javascript
- Establish interface design standards, page templates using HCI best practice
- Core sites include 22 Book Clubs: Double Day Books, Book of the Month, Children's Book Club, The Good Cook, Literary Guild and more...

(4/03– 12/07) Online Creative Director: Direct Brands Inc.

(formerly Bertelsmann Direct North America)

- Manage 11 design staff and freelancers
- Lead the visual design of division websites, banners, feature pages, and email marketing campaigns
- Coordinate with IT and project management to ensure design integrity and success
- Provide usability consulting and interaction design for marketing group
- Author style guides for design team members, marketing staff and vendors
- Provide presentation design support for senior management and business development
- Core sites include: BMGmusic.com, ColumbiaHouse.com, CDNow.com, YourMusic.com, as well as design management of division intranet

(2/00 – 4/03) Senior UX Designer/ Director: Aaron Marcus & Associates:

- Responsible for the user analysis, interface and visual design of multimedia, website, and application products
- Authored proposals, project plans (schedules and budgets), and design guidelines
- Managed design staff and contractors on multiple projects
- Recruited new management and staff and trained them regarding design methodologies
- Created a user testing methodology and developed a portable testing lab
- Clients include: ACM, American College of Physicians, Apple, The Federal Reserve Bank, Microsoft, Tiscali, VISA, and Bertelsmann Inc.

(2/99 - 8/00) Interactive Design Consultant: Skymall and Prudential

- Provided large scale visual design and information architecture for web sites.
- Services included: competitive research, user analysis, prototype development
- Major Projects: Redesign of Skymall.com, Blackbird financial software prototype, and Prudential Securities / Japan HTML prototype

(5/96 - 3/99) Lead Interface Designer: CDnow/N2K Inc.:

- Responsible for the interface design of the Music Boulevard network division products and affiliate products (Over 15 unique websites, and Enhanced CD-ROMs/DVDs)
- Presented flow diagrams, wireframes, and prototypes
- Conducted and documented user testing and focus groups
- Authored company guide on website usability and design
- Trained design staff regarding graphic optimization, interface design and usability

(8/94 - 3/96) Senior Designer: Magnet Interactive Group:

- Responsible for the design, illustration, animation, and the integration of sound for Websites, and CD-Roms
- Created storyboards and prototypes for client reviews
- Managed content for projects and provided visual & interface design leadership for programmers and producers
- Major Projects: Dow Jones Inc. - Interactive products, Official Jumanji website, design concepts for PEPSI, and Kodak, Original website design for PaineWebber.com

(6/93 - 7/94) Interface Designer: Xerox: Industrial Design and Human Interface

- Developed and created icons and visual designs for Xerox products and applications within Mac, Unix, and Windows interface guidelines
- Utilized user analysis information and human factors to layout dialog displays, and navigation strategies
- Provided visual design and prototyping support for presentations and user testing

ASSOCIATIONS

Board of Advisors DuCret School of Fine Arts

Member: Usability Professional Association (UPA)

Member: Interactive Design Association (IXDA)