

Rey Serrano

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Profile Proven and effective creative/technical professional with 11 years user interface experience and 18 years as an art director and graphic designer. Background in building community and content-driven sites. Enjoys working in a collaborative environment and on complex projects. Driven by new challenges and the desire to be successful in all endeavors.

Design and marketing experience to add value to UI skills:

- Branding expertise and agency background
- Ability to view projects at the top level and execute efficiently in the details
- Knowledgeable in web best practices including SEO, social media, and online community
- Expert in Photoshop, Illustrator, Dreamweaver; proficient in Flash and front-end programming

Experience **Xreyvision / Contract Art Director / 1993 to present**

Contracted as art director and designer with a wide range of businesses from Fortune 100 companies to startups, creating UI solutions, website design, front-end programming, and Flash animation. Designed corporate identities, creative standards, and marketing materials in print and web format. Clients included, Blackberry (Research in Motion), Oracle, Hilton, Future Media, IGN, Time Warner Cable, Huddle.net, and Federal Reserve Bank.

Edmodo / Creative Director / Mar 2009 to March 2010

Contracted to launch a startup private online classroom with user generated content section from initial concept to mock-ups for the development team to implement. Designed consumer- and business-based applications. Created future mock-ups for presentation to board members and potential partners. Worked in an agile software environment. Conveyed design specs, prioritized and coordinated with a Costa Rican development team. Designed mobile and iPhone applications.

1up Network / Senior Art Director / Jan 2006 to Jan 2009

Designed and managed multiple sites focused on gaming. Created content management and reporting tools. Managed and hired a design team providing services to all departments of the company. Involved in planning meetings and team development. Launched two new gaming content sites in three months: Gamevideos, a gaming video site, and MyCheats, a wiki-based user generated gaming cheats site while redesigned 1UP.com.

Topica / Senior Designer / Oct 1999 to Oct 2001

Hired to design new interface geared towards a consumer audience while helping to develop an email and online community application. Developed branding and marketing materials for the company and its products in both print and web from inception to final output.

Activities

- Taught typography and graphic design at San Francisco State University (1997)
- Taught web design to Outward Bound students at the University of San Francisco (2002)
- Illustrate logos and design ideas (yes, during my spare time)
- Keep tap on the latest rave in tech and gadgets
- Play - video games, sports, and guitar