

# David Mariampolski

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## Skills

Design Guidelines • Corporate Identity • User Experience Design • Annual Reports • Project Management  
Art Direction • Graphic Design • Site Maps • Pixel-perfect Mockups • Mood Boards • Rapid Visualizations  
Expertise in **Adobe Creative Cloud/CS6 (Photoshop, Illustrator, InDesign, Acrobat Pro), PowerPoint, Balsamiq**  
Long-term working knowledge in **HTML/CSS, Flash, and After Effects**

## Experience

**WebMD** (July 2013 – June 2015)

### Creative Lead

- Responsible for the creation of mobile-first, multi-platform mini-sites and high-engagement digital solutions.
- Responsible for the creation of a variety of native and IAB-standard promotional tactics.

**Creative Circle / AIG** (April 2013 – July 2013)

### Art Director

- Consultation and direct design for global and digital brand guidelines for a market leader in the financial/insurance sector.

**Cleveland Clinic** (August 2009 – May 2012)

### Senior Designer - Digital

- Responsible for creating a brand standards/developers' build book and providing look and feel/art direction (page layout, grids, typography, color, photography and call-to-action) to vendors and internal teams.
- Responsible for Visual Quality Assurance including page layout, design and documentation associated with the site re-design and new content.
- Created wireframes and pixel-perfect mock-ups in a requirements-based environment.
- Designed on-brand mini-sites and led website re-design efforts while handling client consultation and the integration of client feedback throughout the project life cycle.
- Met regularly with business stakeholders throughout the hospital's network to gather requirements and set creative direction for the various websites.
- Consulted on Mobile Style Guide.

### Accomplishments:

- Optimized appointment-request user-flow & implemented transactional improvements, leading to a 200% increase in appointments.
- Met strict deadlines on-time and within budget on mini-site re-design projects (Abu-Dhabi, Plastic Surgery, Cleveland Clinic Florida and Canada) while also delivering on daily responsibilities.

**American Greetings** (February 2008 – May 2009)

### Senior Web Designer

- Created, designed and integrated custom advertising packages for AG's newly acquired webshots.com
- Designed an e-commerce portal; incorporated A/B testing to optimize navigation
- Worked as a liaison between the design/technical production and advertising sales teams

**CNET Networks Inc.** (September 1997 – January 2008)

### Senior Designer, Brand Development

- Created internal brand guidelines and a style guide for the corporate intranet
- Designed CNET annual reports and other corporate communications
- Storyboarded/developed interactive and print advertising; led brainstorming/creative idea sessions

### Senior Designer, Community

Integrated website advertising for companies including Sony, Energizer, VISA, Verizon, and Motorola in a fast-paced, high-volume environment on CNET Networks community properties, including webshots.com, CHOW.com, and UrbanBaby.com.

## Education

**Arizona State University** BA, School of Fine Arts - Photographic Studies  
Activities and Societies: Dean's List. Captain of the Ultimate Frisbee Club.

**University of California, Berkeley Extension**  
Typography, Printmaking, Mixed Media Courses