

Bonnie Sampson - Digital Creative Director - bonniesampson.com - RVA 804.316.3355

I'm passionate about solving problems and inspiring others and believe people come first in business and in life. Collaboration, mentoring, learning and listening are essential ingredients in every aspect of my life and career. Great work is always part of a greater collective.

- Creative direction, UX/IA and visual identity for Capital One's Developer platform. Developer.capitalone.com.
- Creative direction for Consumer Identity product suite including Facial Recognition, and TouchID for Capital One IOS
- Creative direction, UX/IA and visual design for Capital One's intranet site, Pulse
- Developed a creative making program that grew to a company program after 3 years.
- Strengths include: Digital strategy, research, UX/IA, experience mapping, visual design and strategy.

Skills:

UX/IA for mobile and web, UI and visual design, agile and lean methodology, HCI, working knowledge of html, css, and current digital marketing/web technologies, animation and video editing.

Work History:

November 2012 – Current – User Experience Design Lead for Capital One's Developer Platform. Responsible for all visual design direction for the Developer platform including the inaugural Capital One DX conference- NexTech. UX.IA, research and strategy for developer experiences. Mobile & Web: Empathy research, UX/IA and visual redesign of the corporate intranet site used by 45k people, Creative Direction for Consumer Identity products including facial recognition, touch ID and other alternate sign in methods for enterprise mobile and web. Social: Responsible for standing up 3 teams and managing all creative for the Corporate Social Media and Spark Small Business Social Media. Set up new processes, established roles, determined interaction models, approvals, and briefs.

2011 – 2012 – Digital Creative Director– Sparks

Responsible for strategy, management and design for all digital marketing projects for Sparks. Designed, managed and launched the corporate websites www.sparksonline.com, www.sparksretail.com, and the corporate intranet www.sparksstache.com. Designed, managed and launched the trade show technology blog tech-em – www.tech-em.com and the sparks news blog www.sparksvibe.sparksonline.com. Manage creatives, producers, managers, vendors, and interns. Established and manage the SEO and social media marketing for all of Sparks Digital Marketing. Work directly with the VP of Marketing to coordinate all marketing programs, budgets and resources.

2010-11 – Self Employed Creative Director working for various agencies in the greater Philadelphia area. Clients include Razorfish, MRM Worldwide and Cadient.

Brands: FIFA 2010 World Cup South Africa, Rogers On Demand, Walgreens, GameStop, and GSK

Feb-May 2010 Empathy Labs, Senior User Experience Designer

Collaborated within a team to create the best user experience based on the client's requirements/expectations, brand vision, user research and analysis. Seeing the information process through from initial research to strategy, employment/documentation, design, user testing, QA and more. Worked within the agile process.

2009-10 Associate Creative Director CIM, Comcast Interactive Media

Assistant to the Creative Director for Cross Platform Initiatives for all of CIM, User Experience Design, User Interface Design, Assisted in establishing cross platform CIM wide brand guidelines, UX and UI designs for new SmartZone™ initiative incorporating social media, email and content collaboration. Mobile Application design for new mobile bundled app incorporating current Over the Top Comcast mobile application and new brand strategies. Mobile web design, Comcast Mobile

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application design across various devices (blackberry, iphone, etc). Wireframes and strategic design solutions for new user experiences across various products within CIM. Lead presentations to the Vice President User Experience.

Brands: Wawa, Chase, Armstrong, Giant Screen Films, Delaware State Bar Association

2007-09 Art Director, The Archer Group

Concepted full print and interactive ad campaigns utilizing social media strategies. Brainstormed banner campaigns, micro sites, landing pages, interactive games and helped Wawa achieve advertising success online.

Brands: IKON, Sprint, TA Instruments, Garmin, Comcast

2006-07 Art Director and Organic Search Engine Optimization Director, eCity Interactive

Responsible for designing and developing campaigns for Comcast - Activity TV, Dating On Demand's Stupid Cupid, Cookbook Kitchen; designed storyboards and flash demos for Sprint, TA Instruments & IKON, Spearheaded Organic Search Engine Optimization department at eCity Interactive, provided information for all documentation, analysis, reports, etc. and increased Q1 rev by \$24,000 with first 2 clients.

Brands: Comcast, Children's Hospital, Merck, Intech Construction

2003-06 Owner CEO, Vision3 Multimedia

Responsible for designing, managing and developing web, print, and CD/DVD projects. Developed business plan, marketing strategies, established network of clients, developed proposals, managed interns, employees, vendors and clients.

2000-2003 Senior Designer. GMH Associates: GMH Capital Partners, GMH Military Housing, and College Park Communities, Newtown Sq., PA. Trade Show Booth Design, Print Collateral, Branding campaigns for all internal clients.

1996-2000. Architect, The Hillier Group, Cecil Baker and Associates and Francis, Hoffman, Foley Cauffman. References available.

Awards

Philadelphia Gold Addy March 2008 for Stupid Cupid – eCity Interactive

<http://www.datingondemand.com/datingtv/stupidcupid/CupidDefault.aspx>

Webby Award April 2008 Official Honoree for the Family/Parenting Category <http://www.activitytv.com>

Women in Design, 2001. University of Pennsylvania

Teaching

Moore College of Art & Design, Adjunct Professor, Visual Fundamentals, 2 & 3D Design, Masters Interior Design
2 semesters

Drexel University, Adjunct Professor, Graduate Level Interior Design Studio - created syllabus, 2 semesters
ITT Technical Institute, Multimedia Instructor

Education

Temple University 1996, Bachelor of Architecture, Cum Laude, Temple Rome, 1995 Spring Semester