

Casey D. Hill | www.rascalpants.com | 913-908-2677

Brands: Pepsi | Frito-Lay | Pizza Hut | Samsung | DMC Worldwide | Fisher Price | Wendy's | Chili's
Guinness | AMC Theatres | Microsoft | Humira | Vicodin | Trilipix | Pfizer | Lovenox
Ambien CR | Procter & Gamble | Mars Inc. | Sprint | Pontiac

Experience: ***Manager of Interactive***
CAL | Lawrence, KS | April 2010 – Present

Currently run an Interactive Department responsible for the design strategy, branding, and user experience of all company-wide education product lines. Provide creative direction, and UXP guidance to a team of Interaction and User Experience designers in an Agile development environment. Responsible for driving the user experience improvements for assessment and administration applications, while incorporating both quantitative and qualitative user experience research. Established and manage the CAL visual design standards and guidelines for CAL's existing and future assessment platforms. Partner with the Program Management, Software Development, and Quality Assurance teams to drive consistent design and user experience to produce industry-leading assessment and learning environments.

Adjunct Design Instructor
The Art Institutes International - KC | Lenexa, KS | September 2011 – Present

Currently on staff as an Adjunct Instructor in the Web and Interactive Media department. Developed original design curriculum and assessments for coursework in Interactive Display Design with a focus on User Experience. Presented lecture materials and organized lab assignments to meet Core Requirements and institution standards.

Marketing Strategy & SEO Consultant
Stanley Communications | Olathe, KS | July 2010 – December 2010

Provided marketing strategy and recommendations for online content, while identifying areas of improvement and growth for various clients in the Dental and Orthodontic industry. Conducted competitive analysis and industry research to identify strengths and weakness in client SEO campaigns. Utilized various web metrics tools and software and provided monthly reports that included statistics and recommendations on how to improve site content and code.

Senior Flash Developer
VML (Contractor) | Kansas City, MO | December 2009 – April 2010

Designed and Developed Flash applications and tools for a social media platform, which is integrated into a proprietary line of e-Readers manufactured by DMC Worldwide. Worked with senior creative and project management staff to develop a streamlined user experience. Trained and mentored Flash Developers to ensure industry standards and best practices were followed during beta and production release phases of the project.

Flash Team Lead
Intouch Solutions | Overland Park, KS | December 2006 – December 2009

Lead a team of Flash Designers and Developers that created interactive media for Pharmaceutical clients such as Sanofi-Aventis, Roche, Teva Pharmaceuticals, and Abbott Laboratories. Managed the user experience design and development of New Media projects that utilize advanced Flash Platform technologies. Provided training and guidance to support staff to insure the delivery of best-in-class New Media experiences.

Senior Flash Developer
VML (Contractor) | Kansas City, MO | October 2006 – December 2006

Developed Flash-based applications and New Media projects for industry leading clients while working on brands like Microsoft, Guinness, Johnny Walker, Vanguard, and AMC Theatres. Coded advanced class-based ActionScript for superior performance and integration into Flash applications and web sites. Provided mentoring and guidance to development staff on various Flash projects.

Manager of New Media Development

Decision Insight | Kansas City, MO | August 2004 – September 2006

Managed New Media solutions that helped exceed company sales goals, and provided innovative solutions for Fortune 100 clients including Pepsico, Frito-Lay, Pizza Hut, Chili's, Samsung, and Fisher Price. Oversaw the development of products and services, including the industry's first web-based 3D shopping exercise. Developed new products, services, and methodologies for collecting market research data. Provided training to support staff for accurate development of company products and services.

Senior Web Designer

Data Systems International | Overland Park, KS | May 2001 – August 2004

Managed the design and development of New Media projects that streamlined the process of sales generation. Managed the re-branding process of the company's interactive marketing initiatives, including 6 international web sites. Designed and developed Flash-based applications and web-enabled experiences, including product demos and interactive games that helped promote the company's marketing message. Oversaw the training process of support staff to insure company and industry standards were met for all New Media projects.

Web Designer, US Web Team

beenz.com USA Inc. | New York, NY | April 2000 - January 2001

Managed corporate web sites, produced conceptual designs, and developed client promotional sites that increased sales and generated over 4 million world-wide users. Partnered with the Marketing and Sales teams to create interactive media that aided in the procurement of new business leads that exceeded company goals.

New Business Creative Specialist

D'Arcy Advertising | New York, NY | July 1999 - March 2000

Designed interactive media, video montages, and printed materials for corporate New Business presentations and RFPs. Helped design and build environments that aided in the delivery of creative concepts and enhanced the overall user experience during new business pitches. Organized interactive media and large format print materials that helped win multiple client accounts such as Pfizer, Sprint Ion, and Mars Inc. Designed new business collateral for consultant mailings and developed organizational system and repository of digital media for new business presentations and RFP materials.

New Media Consultant

Freelance / Consulting | New York City & Kansas City | January 96 - Present

New Media clients include Stanley Communications, Access e-Forms, LR Creative, MSK Productions, Hartley Design Group, Sazerac Group, Advantage Fundraising, Soli Printing, Fitness Together, Oquest Restaurant Group, Café Novecento, Gourmet Solutions, Pier Limited, ScriptPro, RonHazelton.com, and others.

Awards:

HUMIRA.com (with Virtual Psoriasis Profiler) | 2008 - 2009

W3 Silver Award for Best Health Web Site

W3 Silver Award for Best Pharmaceuticals Web Site

WWW Health Bronze Award for Best Advertising/Marketing Information Web Site

DTC Perspectives Silver award for Best Digital Media Campaign for components (VPP)

TheRealYou.com | 2008

eHealthcare Leadership Award

WWW Health Bronze Award for Best Patient Education Information Web Site

Internet Advertising Competition (IAC) Award for Web Site and Banners

MyStateofPain.com | 2008

WWW Health Bronze Award for Best Patient Education Information Web Site

The "Time to Kick Crohn's Disease" Yahoo! Banner Ad | 2007

Bronze Millennium Award in the Dynamic Banners category

Tools: Flash HTML / XHTML / CSS 3ds max / Soft Image XSI
ActionScript JavaScript / jQuery 3D Game Engine
Photoshop ASP / PHP / XML / AJAX Microsoft Visio
Illustrator MS SQL / Access / MySQL Mobile Programming

Education: Rockhurst University | Kansas City, MO | Spring / 99 | Degree: BSBA | Major: Marketing

School of Visual Arts | New York, NY | Fall / 99 | Focus: Advertising

I.M.A.G.E. INC. | New York, NY | Fall / 2000 | Focus: Design