

Sharon Mizota

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skills

- Creative, user-friendly interface design
- Flash design and storyboards
- Brainstorming and concept development
- Online branding systems
- Excellent oral and written communication and collaboration
- Site maps, wireframes, and user flow charts

expert in:

- Photoshop/ImageReady
- Illustrator
- HTML
- Dreamweaver

proficient in:

- Flash
- Quark
- InDesign

experience

July 2007 – July 2008

Senior Designer, Teleflora, Los Angeles, CA

- Concepted and designed banner ads and direct marketing emails for online floral service.
- Brainstormed and created concepts for web site redesign.

September 2004 – July 2006

Art Director, Apple Computer, Cupertino, CA

- Concepted and designed direct marketing emails and print mail for all segments of Apple's customer base.
- Coordinated direct marketing efforts with advertising, packaging, and retail initiatives.

September 2003 – September 2004

Interactive Designer, salesforce.com, San Francisco, CA

- Concepted and designed marketing emails, Web sites, banners, presentation graphics and Flash animations.
- Designed and maintained a template system for the design and production of marketing emails
- Authored brand guidelines for corporate and product logos, typography, and graphic elements.

May 2002 – August 2003

Freelance Web Designer, San Francisco, CA

- Designed Flash and HTML Web sites, CD-ROMs and print materials for a wide variety of clients.
- Managed all aspects of client projects including proposals, estimates, budgets, timelines, and day-to-day communication with clients in New York, San Francisco, Southern California and the Midwest.
- Clients include: **Fujifilm, PeopleSoft, Blue Shield of California, Restoration Hardware, Sapient**

January 2002 – May 2002

Lead Web Designer, StudioMoon Identity Design, San Francisco, CA

- Created "Artist of the Month" Flash sitelet for Budweiser, integrating the Budweiser brand identity with the personalities of musical artists including Smashmouth, Andrew WK and Queens of the Stone Age.
 - Architected, designed and programmed online Flash demo for DiscoveryGate, a high-end, Web-based pharmaceutical research application.
 - Clients include: **Budweiser, MDL, Colin McRae Photography**
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August 2000 – November 2001

Senior Designer, Edelman Public Relations Worldwide, New York, NY

- Designed Web sites and online branding initiatives for blue-chip clients.
- Led creative brainstorming sessions, and mentored designers.
- Introduced information architecture into design workflow, including user flow charts, functional specifications and wireframe page layouts.
- Clients include: **Unilever, Ortho McNeil, o.b. Tampons** (Winner, Best PR Campaign of the Year, Big Apple Awards), **Fujifilm, Camel Active, Berlex Laboratories**

August 1999 – August 2000

Senior Designer, Frankfurt Balkind Partners, New York, NY

- Developed concepts, interface designs and online branding for a variety of clients.
- Coordinated with print, identity and video designers to ensure project integration across disciplines.
- Mentored and trained associate designer.
- Clients include: **RCN, Goldman Sachs, American Museum of Natural History** (freelance)

May 1999 – August 1999

Senior Designer, Strategic Interactive Group (Digitas), New York, NY

- Designed layouts and graphics for launch of American Express Blue Card Web site in accordance with corporate style guide and Vignette StoryServer templates.
- Worked with information architect to develop e-commerce concepts for Book of the Month Club.
- Clients include: **American Express Blue Card, Book of the Month Club**

January 1998 – May 1999

Senior Designer, T3 Media, New York, NY

- Contributed to information and graphic design for a variety of web projects in a fast-paced start-up environment.
- Clients include: **Sony Electronics, Allied Signal**

January 1997 – January 1998

Freelance Designer and Production Artist, New York, NY

Created graphics for CD-ROM titles: *Making More Music*, *Digital Griot: The Work of Betye Saar* (The Voyager Company), *Who Built America? II* (Worth Publishers, Inc.)

May 1996 – December 1996

Production Artist, The Voyager Company, New York, NY

Created graphics for high quality, original-content CD-ROMs, including: *Monk's Guide to New York*, *Children's Songbook*, *The Louvre Museum for Kids*

education

- 2001 **Information Architecture**, The New School
- 1997 **Studio Fellow**, The Whitney Museum of American Art
- 1996 **MFA, Visual Arts**, Mason Gross School of the Arts, Rutgers University
- 1992 **BA, Visual Arts**, with Highest Honors, University of California, Berkeley
- 1991 **Summer School**, Parsons School of Design, Paris, France