

## DREW RATTRAY

### Web Portfolio:

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### SUMMARY

Digital designer with UX experience.

Ability to execute from conceptual design through the production process.

### TECHNICAL SKILLS

Adobe Master Collection, OmniGraffle, Sketch, InVision; CMS experience

### PROFESSIONAL EXPERIENCE

**TIAA-CREF, Manhattan, NY**

**September 2015 – Present**

**Freelance UX/Digital Designer**

The ux/digital designer is responsible for contributing to the re-launch of the company website by collaborating with marketing team to create wireframes and translating them into high fidelity designs.

- Familiar with responsive design and the ability to execute across digital and interactive platforms (web/mobile/tablet/social media)
- Support the creative department with various marketing collateral including web banners, email and promotions design, and creation of custom graphics for various marketing channels.
- Knowledge of current website trends including functionality and design patterns

**Novitex, Stamford, CT**

**August 2014 – August 2015**

**Freelance UX/Digital Designer**

Contributed to the re-brand of the Novitex, including the website and client-facing digital products. Strong organizational skills, ability to work effectively under deadlines and manage projects.

- UI / UX: Used OmniGraffle for UI/UX wireframes; Created prototypes with Photoshop
- Design new email templates for email newsletters and build with HTML/CSS
- Help to develop and maintain new Brand Guidelines
- Video Production – promo videos showcasing Novitex products
- Participated in user testing for product portal designs/mockups

**Gartner Group, Stamford, CT**

**April 2014 – August 2014**

**Freelance Web Producer**

Helped to manage a high-profile web project (GML)

Work with Developer to create website content and other digital media

- Knowledge of web publishing standards, content development and management, and web technologies.
- Experience with multiple content management systems including TeamSite
- Develop prototypes to effectively communicate interaction and design ideas
- Use of HTML/CSS to build interior content pages

**USTA (United States Tennis Association) White Plains, NY**

**November 2013 – April 2014**

**Sr. Freelance Visual/UX Designer**

The Senior Designer is involved from in assisting the creative director with overflow of:

- Photoshop designs for sponsored clients including: visual prototypes and web assets
- Create the look and feel for pre-sale & on sale marketing collateral
- Produce designs for various Emirates tennis series ads and billboards
- Creating of web newsletters using Photoshop and Dreamweaver
- Design in-house marketing documents using InDesign, Illustrator and Photoshop
- Collaborate with project managers on future marketing collateral
- Supervise and assist junior designers & interns
- US Open App: Used OmniGraffle for wireframe presentations to American Express
- Supervise and assist junior designers & interns
- Weekly reported to the Creative Director

**Gartner Group, Stamford, CT**

**November 2012 – October 2013**

**Freelance Graphic Designer**

The Interaction Designer is involved from designing print/web collateral and prototyping.

- Use Adobe Creative Suite to devise new and compelling designs that represent the client summaries in web and digital formats
- Design and update the client web interfaces with products and features to produce an engaging web experience
- Produce graphics to update internal and client facing websites
- Experience with multiple content management systems including TeamSite

**NBC Sports & Olympics, Stamford, CT**

**November 2011 – October 2012**

**Freelance Digital Designer**

Participate in the design and delivery of compelling user experience solutions for multiple digital platforms.

- Create digital interfaces for web and all digital platforms including the iPad
- Create banner ads for Olympic sponsors such as Coke, Citibank and Subway
- Design mock-ups to effectively communicate UI and design features/functionality
- Work with production and development team to bring new designs and products to reality
- Presenting and evaluating prototypes and validating user experience feedback with focus groups
- Creation of wireframe for sales pages using OmniGraffle
- Supervise junior designers and interns to keep productions schedule on track
- Collaborate with Project Team and Business Partners to make sure the product reflects the customer's needs and goals
- UI / UX: Used Visio for wireframes
- Reported to Director of Digital Products

**Technology Marketing Corporation, Norwalk, CT**

**September 2011 – November 2011**

**Freelance Web Designer**

Tasked with daily website graphic production using the Adobe CS5 Master Collection.

- Create banners/ad to accompany web and landing pages
- Conduct sales call with client to get mockup info; create wireframe for microsite using OmniGraffle
- Develop websites using CSS/HTML
- Optimize websites to be search engine friendly
- Daily updating of TMC website feature graphics among all site categories
- Implementing 24/7 Tracking tool so clients can track links
- Design graphics for client e-newsletters
- Editing video trade show interviews and segments for the TMC website using Adobe Premiere
- Experience with multiple content management systems (CMS) including TeamSite
- Reported to the Sr, Director of Media Production & Operations

**Polo Ralph Lauren, Manhattan, NY**

**July 2011 – September 2011**

**Freelance Web Designer**

Create daily and seasonal web mock-ups and promotions paying close attention to branding.

- Produce HTML/CSS web pages after graphics are approved using Adobe CS5 Software
- Work closely with project managers to produce mockups and wireframes
- Team up with the web development team to familiarize yourself with their style of coding
- Make technical recommendations for implementation options related to user experience

**Design Within Reach, Stamford, CT**

**December 2010 – July 2011**

**Freelance Web Designer**

Execute daily web production of home page and email content following existing brand guidelines to maintain consistent DWR look and feel.

- Create optimized web pages including layout and typography based on Google Analytics data
- Slice Photoshop/Illustrator images into HTML web pages and integrate into Market Live (CMS) for deployment
- Production of event and sale e-newsletters with the iPost email platform
- Responsible for daily production of company web site graphics and banners
- Work closely with web team members to keep track of schedule and prioritize tasks in fast paced environment

**EDUCATION**

Master of Arts candidate, Multimedia Arts/Video, Savannah College of Art & Design, Savannah, Georgia (2 years completed - Awarded Presidential Scholarship)

Bachelor of Arts, Economics, University of Connecticut, Storrs, Connecticut, May 1991

