

JOHN W FIGUEROA

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www.demicoco.com
john@demicoco.com

Overview Ten years experience delivering agency-quality creative services that market and promote the corporate brand through interactive and print mediums for a variety of businesses large and small.

- Experience**
- Senior Interactive Designer 7/2007 – Present**, Coinstar Inc. - Bellevue, WA
- Create and develop response-driven integrated campaigns for product marketing and public relations teams.
 - Produce all interactive media including websites, emails, online ads and DVDs.
 - Direct designers and developers by defining executions and production efforts for all interactive projects.
 - Formulate and create kiosk UI prototypes for concept presentation and user testing.
 - Manage and moderate monthly corporate website stakeholder meetings to maintain our sites current and up to date.
 - Create and produce video presentations for yearly sales conference.
- Interactive Designer 7/2003 – 6/2007**, Coinstar Inc. - Bellevue, WA
- Created the UI treatment and set forth a new iconographic system to provide a consistent user experience throughout the national and international coin counting and prepaid product kiosks network on over 12,000 kiosk locations.
 - Lead and managed the production efforts that allowed kiosks to separate form from content by modifying over 800 existing HTML pages to call in new proper formatted CSS files.
 - Designed seasonal HTML email campaigns for the product marketing teams and provided specifically designed templates to use in future campaigns.
 - Designed and lead production efforts for the new network of corporate websites.
 - Art Directed a \$30,000 model and product photo shoot to create a brand driven inventory of stylized imagery for use on the corporate website and marketing print materials.
- Graphic Designer 4/2002 – 6/2003**, Coinstar Inc. - Bellevue, WA
- Designed, produced and attended press checks for national and international kiosk signage and corporate marketing materials.
 - Created a "download center" website for internal and external partners to download print ready promotional artwork for use in their retail establishments.
 - Lead the transition efforts for national and regional promotions displaying on kiosks to run within the Coinstar software using Flash files.
- Web Designer 2/2000 – 8/2001**, Sierra Entertainment - Bellevue, WA
- Created websites aimed at showcasing various software product lines and providing existing customers with additional downloadable content.
 - Redesigned strategic genealogy data partner website, simplifying the online purchase process and improving general site navigation.
 - Served as liaison between web team and art department, establishing a workflow for optimizing graphics to cut production time for the web team.
 - Designed seasonal HTML e-mail promotions aimed at registered customers to provide them offers on bundled software products.

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Content Designer/Artist 2/1998 – 1/2000, Sierra Entertainment - Bellevue, WA

- Spearheaded the creation of interface graphics for proprietary web-page creation software.
- Categorized, assigned and managed the creation of content graphics for web-page software.
- Created user interface designs based on wire frames for executive budgeting presentations.

Graphic Designer 1/1998 – 4/1998, Io Interactive - San Juan, P.R.

- In charge of designing, formatting and placing various animated sponsor ads within an interactive CD-ROM for the Puerto Rico Tourism Bureau

- Education **Syracuse University** - Syracuse, N.Y. BFA - Advertising Design 1997
School of Visual Concepts - Seattle, WA - On-going training in a variety of classes 1998-2007
- Awards **2007 Totem Award - Public Relations Society of America** – Best Integrated Consumer Marketing Campaign
2006 American Inhouse Design Award – Graphic Design USA Magazine – Interactive Quarterly Marketing CD
2006 Honorable Mention - MarCom Design Awards – Interactive Holiday Press Kit
- Software Advanced use of Photoshop CS3, Illustrator CS3, Flash CS3 and Dreamweaver CS3 - Working knowledge of HomeSite, After effects CS3, Premier CS3, Omnigraffle, Visio, Complete Microsoft Office Suite, Visual Source Safe
- Languages Proficient in HTML and CSS; (XHTML), familiarity with action script, JavaScript Fluent in English & Spanish. Provide proofing and translation for Spanish language marketing efforts ensuring proper language localization is met.
- Association American Institute of Graphics Arts (AIGA) - Active member since 2002.
- Refereces Available upon request.