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# Kenneth Vella

## User Interface/User Experience/Visual Design

### Address:

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### References:

Available upon request.

“Translating business objectives and goals, into strategic and functional design.”

### Strengths

I Interface with product management, marketing and technology to ensure a cohesive brand experience between online and offline products. Utilizing principles of usability and best practices to produce scalable and dynamic user interface designs. Produce user wireframe (page-level) specifications, mockups, UI artifacts, style/color guides, organized multi-layer PSDs. To effectively communicate both high-level strategies and detailed user interactions.

I am at home in fast-paced, deadline-driven environments, and my portfolio includes digital and print projects for Fortune 500 companies.

### Skills

Experienced with Adobe CS4-5, Strong experience producing web/email projects, interactive/print campaigns, Facebook apps with some coding knowledge (e.g., CSS, Flash, HTML/XHTML, JavaScript, etc.). Creo and K4 workflow plus Microsoft Office Suite.

### Experience

#### **TABcom - Creative Director**

Lead re-design of e-commerce sites and e-mail marketing campaigns across 16 brands with a focus on usability, conversion and data driven facets. Designed and developed brand guidelines and ensure brand integrity and vision is correctly applied across deliverables. Worked closely with product managers, development teams and other internal stakeholders to design wireframes, mockups and prototypes of proposed and planned applications and features.

#### **Prudential Retirement - Art Director**

Design brand-consistent materials, performed lead role in the design and production of print, identity, and online media. Worked on re-branding initiative. Maintain deadline driven production schedules, train/supervised and provided art direction for junior designers. Manage multiple, concurrent projects in different stages. Support sales team with presentations and marketing materials that helped win over 80mil in assets.

#### **Epsilon - Art Director**

Design creative and brand-consistent materials for print and online media. Manage multiple projects. Clients include: American Express, AOL/Time Warner, AstraZeneca, Capitol One, Chase, Dennis Publishing, Hearst Publishing, Palm, Time Inc., Hanley Wood and other large media groups.

#### **Big Designs Inc. - Art Director**

Involved in all facets of print & new media design and development, clients include major publishing companies such as AOL/Time Warner, Ziff-Davis, NY Times, Conde Nast, CMP, EMAP USA, Hanley Wood, CDW and other large media groups.

#### **317digital - Creative Consultant UX/UI/Visual Design**

UX/UI design, CD-ROMs, tutorials and corporate demos. POP, direct mailings, packaging, logo and identity packages as well as leave-behind material.

#### **Square One - Senior Graphic Designer**

Launched and directed Art Department. Created web sites, CD-ROMs, multimedia design, streaming media and print materials for Avis, Citibank, Ellis Island Foundation, iPass, iWon, Inc. and Reuters. Directed on-site photo shoots. Managed production scheduling.

#### **IMC - Senior Graphic Designer**

Involved in all facets of print/new media, concept, layout and design. Launched and directed New Media Department which attracted new clients. Created print, packaging and multimedia materials for Band Aid Brand, Clean&Clear brand, Johnson&Johnson, MTV Girl, Philips, Renova and other consumer products companies. Educated graphic artists on sound web design and strategies.

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