



# KERI-LYNN MITOFF

Global UX Director, Executive Creative Director, Director of Design, Creative Director, Senior Lead Product Designer



## CONTACT KERI-LYNN

- Los Angeles & Las Vegas
- kl@directorofdesign.com
- www.directorofdesign.com
- 702.234.6447



## PROFILE

More than 18 years experience in creative direction and design, user experience design and direction, leadership, user interface design and direction, instructional design and direction. Global User Experience and Creative Director with a proven record of developing interactive web sites, web applications and mobile applications. A pragmatic, ux-minded Creative UX Director, Design Director and Lead Senior Designer focused on creating immersive, memorable experiences for world-class brands across desktop, mobile and tablet. Excels at motivating and inspiring team members to deliver exceptional creative work under tight deadlines.



## WORK EXPERIENCE

AUG 1997  
PRESENT

### Global UX Director, Executive Creative Director, Director of Design FULL TIME CONSULTANT, Las Vegas, NV & Los Angeles, CA

- Directing and designing the user experience, interactions, process flows, visual design across mobile, web, tablet, wearable, ecommerce and SaaS platforms.
- Process includes user research, user persona creation, rapid prototyping, creative design, presentation skills, iteration, architectural flow, wireframes, hi-fidelity comps and being a catalyst for design to development handoff.
- Providing strategy, creative brainstorming and implemented UI and UX design for Web, Mobile, Tablet and Wearable App Interface design.
- Extensive iOS and Android Web, Mobile, Tablet and Wearable App knowledge.
- Coordinating, directing and managing creative and technical resources.
- When working full-time, I do not consult or freelance. Consulting or freelancing is a means of survival in-between full-time jobs.

JUN 2011  
SEP 2011

### Creative Director HOLIDAY SYSTEMS INTERNATIONAL, Las Vegas, NV

- Produced high impact pieces for advertising initiatives, product collateral, direct mail, and inhouse programs.
- Created designs, concepts, and layouts and aesthetic design concepts compatible with all browsers and mobile.
- Conducted user experience research to inform design variables.
- Developed, refined, and implemented high-quality user interfaces using strong information, architecture, visual design, and interaction design skills.
- SaaS application design, including wireframes and mock-ups for HSI's proprietary booking engine for clients, inventory application and business engine for vendors.
- Worked with Human Resources to develop interactive training for new hires and sales teams.
- Analyzed business requirements, determined appropriate scenarios and workflow, and created UX, UI prototypes to reflect solutions.

JUL 2009  
OCT 2010

### Creative Director of eLearning NEVADA HEALTH CENTERS INC., Las Vegas, NV

- Responsible for the design direction and creation of 36 NVRHC Online University instructional courses in record time, exceeding employer expectations.
- Leading team members through design solutions with a collaborative approach.
- Mentored and managed team members.
- Interviewed and selected creative and technical staff for projects.
- Designed and developed courses and exams in Flash, Photoshop, and Illustrator, and created eLearning programs in Camtasia.
- Interacted with team members at multiple levels of the organization, and managed projects, including schedules, planning, coordination, within defined deadlines and budgets.

JAN 2009  
MAY 2009

### Director of Interactive Design LINK MEDICAL TECHNOLOGIES, Las Vegas, NV

- Overall design direction, planning, creating and implementing online web, flash and UI design.
- Developed and customized rich media e-learning web seminars and promotions.
- Exploring new technologies for the most powerful multimedia and online presentation.
- Successfully executed projects in various media, including web, classroom, motion graphics, broadcast digital video, and corporate marketing print material.



## SOFTWARE SKILLS

- PHOTOSHOP
- ILLUSTRATOR
- DREAMWEAVER
- INDESIGN
- FLASH
- ACROBAT PRO
- AFTER EFFECTS
- PREMIERE PRO
- CONTRIBUTE
- CAPTIVATE
- WORD
- POWERPOINT
- EXCEL
- VISIO
- OMNIGRAFFLE
- AXURE, SKETCH
- INVISIONAPP
- BALSAMIQ
- WIREFRAMING
- STORYBOARDING
- STUDIO MAX
- MAYA
- NEXTGEN EMR
- CAMTASIA
- SKILLSOFT CMS
- CORNERSTONE
- HTML/HTML5
- JAVASCRIPT, CSS



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## WORK EXPERIENCE 02

JUL 2006  
DEC 2006



### Senior Interactive Designer - Senior Instructional Designer

#### Kelly Services, Troy, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash, to facilitate further course creation.

OCT 2005  
JAN 2006



### Senior Interactive Designer - Senior Instructional Designer

#### TEK SYSTEMS (On-Site at Ford Motor Company), Allen Park, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation.

FEB 2005  
JUL 2005



### Creative Director

#### ICON CREATIVE TECHNOLOGIES GROUP, Ann Arbor, MI

- Created, designed, and developed interactive eLearning solutions for multiple industrial verticals, including automotive, healthcare, and government.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation and implementation by team members that I led and was responsible for.

JUL 2004  
DEC 2004



### Creative Director Interactive - Lincoln.com & Mercury.com

#### Y&R WUNDERMAN Advertising Agency, Dearborn, MI

- Leading the creative design efforts for the most engaging user experience and brand recognition for lincoln.com.
- Communicating with clients to target their specific media needs.
- Presented ideas and comps at client pitch meetings with great success.
- Led creative and technical teams.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, recognition, use, and compliance

DEC 2003  
JUL 2004



### Creative Director Retail Performance Solutions Daimler Chrysler Products

#### BBDO-DETROIT ADVERTISING AGENCY, TROY, MI

- Created, designed, and developed interactive eLearning web-based and video classroom solutions.
- Directed design solutions for creative and technical staff to follow.
- Directly interacted across multiple levels of the organization, both internal and external, to properly implement brand direction, use, and compliance.
- Created online templates in Dreamweaver, Flash to facilitate further course creation.



## EDUCATION

AUG 1991  
MAY 1994

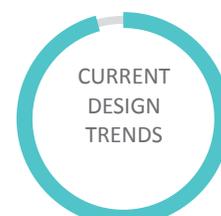
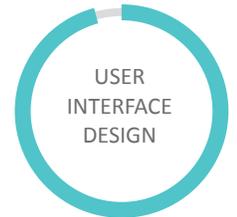


### WAYNE STATE UNIVERSITY, Detroit, MI

While attending Wayne State University, as a means of funding my education, I worked as a graphic designer. During this time, I realized that design was what I wanted to do as a career. As returning to school is an expensive endeavor, I have never been inclined to return to obtain a degree in a field where I have excelled at for more than 18 years.



## PROFESSIONAL SKILLS



## PERSONAL SKILLS

- CREATIVITY
- TEAM PLAYER
- ORGANIZATION
- FLEXIBILITY
- COMMUNICATION



LinkedIn



Twitter



Dribbble