

CAREY OTTO

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SUMMARY

Detail-oriented designer with a passion for excellence and a proven ability to see the "big picture." Diverse skill set includes concept development, page layout, art direction, information architecture, illustration and Flash animation. Team player with strong problem solving, communication and interpersonal skills.

EXPERIENCE

Self-employed

2006 to present

Freelance interactive designer providing design, illustration, art direction, IA and web strategy consulting services. Client list includes Amnesty International USA, Nike, University of Oregon, M+RSS and Beaconfire Consulting.

CTSG, a division of Kintera Inc., Eugene, OR

2004 to 2006

Senior art director for a leading online software provider for nonprofit organizations. Worked directly with clients such as the United Nations Association of the United States of America (UNA-USA), the Natural Resources Defense Council (NRDC), the Office of the Democratic Whip and the Christopher Reeve Foundation on both large and small-scale websites, html emails and banner ads. Created information architecture, visual mock-ups and style guides. Helped establish departmental production guidelines and provided feedback to junior designers.

- Developed company-wide IA standards and templates.
- Helped with the administration of the creative group in the absence of a manager.
- Gave a presentation on best practices in web design to Washington State University.

R/GA, New York, NY

2003 to 2004

Part of the award-winning design team dedicated to creating inspirational and innovative interactive experiences for Nike. Supported Nike's US Running brand by developing concepts and visuals for online marketing initiatives.

- Designed key sections of nikerunning.com. Also responsible for monthly newsletter visuals and seasonal product updates.
- Lead designer for nikemarathon.com, a website created to inspire and inform women about The Nike 26.2, a marathon and half-marathon for women that benefits The Leukemia & Lymphoma Society.

Columbia University Digital Knowledge Ventures, New York, NY

2001 to 2003

Designed educational websites and various interactive learning tools for Columbia University. Created look and feel, set design standards, established style guidelines and ensured visual consistency for each project. Also assisted in all aspects of production—from illustration to color-correcting assets to HTML, CSS and JavaScript coding.

- Hired, supervised and coordinated work between team's two part-time production artists.
- Collaborated with the Senior Flash Developer to create innovative and versatile interactive learning tools.

etown.com, New York, NY

2000 to 2001

Flash animator and developer for consumer electronics website. Storyboarded, animated, designed and developed user interfaces and tutorial animations.

EDUCATION

Syracuse University, Syracuse, NY

BFA Computer Graphics, Cum Laude, 2000

School of Visual Arts, New York, NY

Typography I with Gina Bello, 2001

Intermediate Graphic Design with Luba Lukova, 2003

AWARDS

nikerunning.com

2004 London International Advertising Award: Winner, E-Commerce

2004 HOW Interactive: Outstanding Achievement, Consumer Website

2004 Web Award: Outstanding Website