DAVID MASSEY
-Digital Creative Leader-

WORK EXPERIENCE

INTERACTIVE DESIGN DIRECTOR
JAN 2012 - PRESENT

CHEMISTRY COMMUNICATIONS (FORMERLY TGM ADVERTISING)

Direct the strategy, design and development of today's digital advertising and marketing. I create and/or manage all aspects of strategy, conceptualization, user experience design and development of clients' digital projects. At Chemistry Atlanta, I work with many different types of clients including Marriott, Georgia Pacific, Fiserv and Higher Ed clients just to name a few.

- Take digital projects such as websites, rich media and apps from concept to market
- Manage a team of internal creatives, developers and analysts and various external vendors
- Spearhead Conversion Rate Optimization across all digital campaigns to ensure highest ROI
- Manage UX/UI team to create strategies that ensure a positive customer experience
- Work directly with clients on developing digital strategy across different device and technology platforms
- Conduct user testing with various A/B, multivariate and analytics platforms such as Optimizely, User Testing and Hotjar.
- Utilize industry standard UX/UI wireframing and prototyping tools such as Axure & Balsamiq
- Translate project details between creative, development and account services to ensure quality communication and implementation

INTERACTIVE DIRECTOR - FOUNDER
JUNE 2011 - PRESENT

FULLCOLOR CREATIVE

Direct, Create, Build and Innovate in the Digital world. I lead a team of freelance creatives and developers to impress, amaze and inspire.

- Oversee all creative, technical and marketing endeavors
- Build and grow client and vendor relationships
- Empower and motivate team members
- Design & code beautiful, standards-compliant websites utilizing HTML, CSS, CMS, JQuery, AJAX and E-commerce

SENIOR PROFESSOR
MAY 2005 - DEC 2011

DIGITAL MEDIA ARTS COLLEGE

I shaped the minds of tomorrow's greatest designers. At DMAC, I was a part of the tremendous growth and expansion of an incredible, artistic educational institution.

- Instructor for Undergraduate and Graduate Graphic/Web Design Courses including but not limited to: Web Design, Multimedia Design, Package Design, Business of Graphic Design and Corporate Marketing & Design
- Integral part of shaping current curriculum for a growing program, including a new MFA program in Web Design
- Creation of curricula for Web Application Design and Search Engine Optimization courses for Graduate level
- Qualify all graduating seniors' portfolios to ensure they meet today's highest industry standards

CREATIVE DIRECTOR & PHOTOGRAPHER - FOUNDER
AUG 2003 - JUNE 2011

VISION HAUS: PHOTOGRAPHY+DESIGN

- Managed in-house creative & development employees on various digital projects including web sites and other digital assets
- Led all photography projects from capture to production
- Produced powerful brands and marketing for all clients

GRAPHIC/WEB DESIGNER
JAN 2004 - JULY 2006

FLORIDA ATLANTIC UNIVERSITY

While working in FAU's Creative Services department I was responsible for adding to the creative and professional identity of a large state university.

- Produced both print and web pieces
- Played a significant role in the re-branding of the university
- Facilitated the university's communication with the public

EDUCATION

MFA, GRAPHIC DESIGN
DIGITAL MEDIA ARTS COLLEGE
BOCA RATON, FL
2005

Valedictorian
Summa Cum Laude
Thesis: E-Commerce Optimization

BS, STUDIO ART
FLORIDA STATE UNIVERSITY
TALLAHASSEE, FL
2003

Cum Laude
Emphasis: Graphic Design

SKILLS

- » **HTML5**
- » **CSS3**
- » **UX**
- » **WEB STRATEGY**
- » **CRO**
- » **SEO/SEM**
- » **JQUERY**
- » **CMS**
- » **E-COMMERCE**
- » **WEB APPS**
- » **RICH MEDIA**
- » **DOUBLE CLICK**
- » **PHOTOGRAPHY**
- » **ADOBE SUITE**

4185 Poplar Hollow Ct NE, Roswell, GA 30075   Phone: 850.527.6200   Email: david@hiremassey.com
Portfolio: www.hiremassey.com