

ENRIQUE SACASA

PORTFOLIO www.enriquesacasa.com

EXPERTISE IN Art Direction, Design Management, Online Marketing, User Interface Design, Front-End Development, Interaction Design, Information Architecture, Branding, XHTML, CSS, JavaScript, Flash, Motion Graphics

EDUCATION **BFA**, Carnegie Mellon University, Pittsburgh, PA

PROFESSIONAL EXPERIENCE

9/08-Present

JIMMY JAZZ

Senior Design Manager

E-COMMERCE:

- Hired, manage, and supervise Design, Photography & Retouching Team.
- Work closely with merchandise buyer and VP of ecommerce to establish site goals and marketing needs.
- Design wireframes, interaction flows, and sitemaps for new site features (currently working on site redesign).
- Create prototypes, flash demos, and Photoshop comps as proof of concepts.
- Conceptualize, design, and produce email and online marketing materials.
- Write content for, design, test, and schedule email series for segmented customer groups.
- Design elements for affiliate marketing sites and comparison shopping engines.
- Create design documentation for front end programmers and junior designers.
- Plan and execute user focus groups, usability tests, and online user surveys.
- Design, set up, and purchase equipment for in-house photo studio.
- Cast and schedule models for photo shoots.
- Establish workflow for data entry, photography, and production teams.

RETAIL:

- Conceptualize, design and produce in-store signage.
- Manage print vendor relationships.
- Work closely with department heads, store operations and visual merchandising teams to drive sales and keep brands on course.

1/08-9/08

DECISION COUNSEL

Interactive Art Director

- Art directed various web sites and interactive projects.
- Created wireframes and design specs.
- Worked with clients on site, managing day to day activities.
- Managed Designers and Freelancers on a per project basis.
- Helped rebrand and reposition companies creating brand guidelines and marketing materials.

10/06-12/07

HORN GROUP

Senior Interactive Designer

- Designed and developed the look & feel for various web sites and design projects.
- Wrote client proposals, statements of work, and creative briefs.
- Presented design projects to clients.
- Handled and maintained client relationships.
- Worked closely with developers to maintain project vision and quality assurance.

6/03-10/06

FREELANCE

Interactive Art Director

- Art directed, designed and developed various interactive projects.
- Created production files and documentation for developers.
- Presented designs to and worked closely with clients.
- Designed logos, stationary, and business cards.
- Designed DVD interfaces and interactive kiosks.

8/99-6/03

RAZORFISH, SBI, SCIENT, iXL

Interactive Art Director

(One position through acquisitions and mergers)

- Art directed all aspects of various interactive projects.
- Outlined design objectives from client data and in-person interviews.
- Presented design materials to clients.
- Managed 2-3 designers on a project basis.
- Aided in rapid prototyping.
- Collaborated with Information Architects, Front End Programmers, and Engineers.
- Worked closely with internal and external production and development teams.
- Created production files and site documentation.
- Worked with account managers to design sales presentations.

REFERENCES

Furnished Upon Request