

JERRY MICA

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CREATIVE DIRECTION / UI / UX / IA

WORK HISTORY

Creative Director

Flatiron Media

Dates Employed Feb 2008 – Present

Employment Duration 11 yrs 2 mos

Presently I oversee all design, UI/UX design development for the various internal and client based digital projects. These include owned & operated sites that receive over a million monthly unique users and have had over 1 million registered users. Key focus here has been in DR and lead generation design work.

Interactive Creative Director

Sandow

Dates Employed Oct 2006 – Jan 2009

Employment Duration 2 yrs 4 mos

Was hired to be their first in-house digital side creative director. This position's primary goals were to build the baseline web presence for their various print publications and assemble a web development team to build and design custom commerce solutions. These projects included New Beauty Magazine, Luxe Magazine, NB Beauty Blog, TestTube monthly subscription service and the re-launch/design of SpaLook.com (ecommerce).

Marketing Creative Director

eDiets.com

Dates Employed Dec 2002 – Oct 2006

Employment Duration 3 yrs 11 mos

Served as the first marketing creative director. Assisted in the creation of an internal program for digital ad design and testing. Worked with development teams to design & optimize landing page and funnel strategies including both a/b and multivariate (Optimost) testing environments. This also included experimental testing solutions like eye-tracking and focus group prototyping. Built a marketing creative team consisting of copy writers, designers and front-end developers. Additional projects included newsletter design and optimization and online web publishing projects.

Art Director

Fusive

Dates Employed 2000 – 2001

Employment Duration 1 yr

Hired as a design/usability specialist. Worked with various client service teams to architect and design solutions for Baptist Hospitals, City of Delray Beach and Lockheed Martin. Major highlight here was the information design strategy for the City of Delray Beach. This required spending weeks with various department managers across the city departments to architect a UI/UX solution to integrate the various independent city web sites into a singular cohesive experience driven by a consistent navigation and information architecture.

Design Director

Capstone Studio

Dates Employed Jan 2000 – Nov 2000

Employment Duration 11 mos

Worked specifically on projects for KPMG Consulting, Kodak and GoldmanSachs. These projects included regional brand and site design for KPMG DC offices, Kodak micro-site designs and an experimental intranet portal for Goldman Sachs.

EDUCATION

Florida Atlantic University

Bachelor of Fine Arts (BFA)

New World School of The Arts

Associate of Arts (AA)

University of Florida

AWARDS

SoFIE Award - The South Florida Interactive Marketing Association
Award for design work at Sandow Media (2008)

IPPA MediaOne Award - Top 10 designer (2001-2002) - IPPA