

# Jarek Starenda

Interaction Design, User Interface Design, User Experience, Information Architecture

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## OBJECTIVE

I'm a passionate and self-motivated individual with over 15 years of Interactive Design experience who is seeking creative and technology-driven opportunities related to User Interface Design, User Experience and Information Architecture that will utilize acquired expertise, creative talent, technical skills and commitment to excellence.

## QUALIFICATIONS

### Overall

- Over 15 years of experience designing user experiences and interaction design
- Strong communication and organizational/planning skills
- Ability to prioritize and manage multiple projects simultaneously from concept to finish
- Independent creative problem solver with an eye for detail and accuracy
- Ability to work in a dynamic multidisciplinary team environment under pressure
- Understanding of best practices in user interface and experience design, information architecture and usability
- Expert proficiency with current web technologies, design trends and software
- Understanding of user-centered design disciplines and principals
- Adherence to user interface and web design standards
- Developing against a complex back-end environment
- Knowledge of different browser and platform optimizations and constraints
- Solid knowledge of search engine optimization best practices

Skills	Technology	Tools	Other
Interactive Design	XHTML/ HTML	Photoshop	Word Press
User Interface Design	CSS	Illustrator	MS Office
User Experience Design	XML	Fireworks	Digital Imaging
Information Architecture	JavaScript	Dreamweaver	Graphic Design
Rapid Prototyping	jQuery	Flash	Photography
Wireframes	DHTML	InDesign	Version Control
Mobile Design	PHP	Aperture	Linux Server
Visual Design	ASP	Final Cut Pro	SEO
Project Management	My SQL	JustInMind	Mac & Windows

## EXPERIENCE

### **Senior Web Designer @ Aon Hewitt**

Lincolnshire, IL (January 2008 – present)

Responsible for creating high quality concepts, wireframes, high-fidelity prototypes and final designs against complex back-end environment. Collaboration with usability specialists, technology and business leaders to translate business requirements into meaningful interactive experiences.

### **Senior Creative Developer @ uBid.com**

Chicago, IL (January 2007 – January 2008)

Design and implementation of modern, user-centric solutions while adhering to the current web standards and business requirements. Consumer email design and implementation, multi-variable testing and optimization. User experience improvements to the client facing e-commerce web site.

### **Owner / Managing Principal / Interactive Art Director @ pixelmesh.com**

Arlington Heights, IL (2002 – present)

Part-time web design business owner and freelancer. Leading role in creative concept development, site architecture, user interface design, creative direction, search engine optimization, on-line marketing and business management.

### **Senior Media Developer/Web Producer @ Q Interactive / coolsavings.com**

Chicago, IL (1999 –2006)

Design functional mockups, prototypes, wireframes, user flows, innovative interface solutions and graphics for the company, clients and affiliate sites in response to marketing requirements, user analysis, product innovation, technology and business needs. Develop conceptual models and interfaces for intranet applications and internal admin tools. Participated in usability studies. Responsibility included: visual and functional design, results analysis, final solution development and implementation.

Worked with the Internet Marketing team on conversion rate page optimization. Worked with the team to design new corporate branding and websites, rich media e-mails, e-newsletter templates and consumer targeted web properties including coolsavings.com, freestylerewards.com and freegiftcardsnow.com.

### **Web Designer @ ACN Design**

Chicago, IL (1996 – 1999)

Designed and developed award-winning websites utilizing Flash, HTML, CSS, JavaScript and other technologies. Clients included North Suburban Library System, Got Programmers, Stein, Ray & Harris, and many others.

### **Freelance Graphic Designer / Digital Artist / Photographer**

(1993 – 1997)

Designed album covers for Blue October, PolyGram and EMI record labels. Created posters, logos, business cards, collaterals and other promotional materials. Designed magazine covers for Digital Chicago and Computer Artist.

## EDUCATION

### **Continuing Education**

(1996 – present)

Continue to learn new technologies, tools and design trends by attending traditional and on-line seminars, training classes and through independent learning.

### **Institute of Photography and Design**

Warsaw, Poland (1987 – 1989)

Major: Photography

### **Marcin Kasprzak Technical College**

Warsaw, Poland (1981 – 1986)

Double Major: Electronics and Computer Science

## INTERESTS

In addition to being a designer and programmer, I'm also a digital artist and photographer. My portfolio includes digitally created and mixed media artwork printed on canvas and other media.

Digital artwork and photography displayed at "New Content Gallery" in Chicago from (6/99) to (2/03). Contributed to one of the first on-line exhibitions of digital art from around the world in 1998 organized by The Pygoya Web museum Of Cyberart.

Artwork published in Computer Artist (6/97), Electronic Publishing (12/97, 3/98) and Digital Imaging (11/98) magazines.

Articles about my digital imaging techniques and photography published in Digital Chicago magazine. Awarded third place in Digital Chicago's "Best of the Web" contest in 1997.