

Albert Larew

www.linkedin.com/in/albertlarew/

alarew@gmail.com [e]
(646) 249-8840[m]

www.albertlarew.com
Password: UXAD2020

A creative with over a decade of experience in digital UI art direction and UX. Fluent in interface design, information design, user experience design and web standards. I continue to expand my skills with informational courses on UX research, UX practices and strategy at accredited institutions.

UI design (primary skill):

develop UI mockups and prototypes, create original graphic designs, style guides, design graphic user interface elements, concepting interface elements

UX design (primary skill):

site maps, wireframes, user flow, content audit, experience mapping, competitive analysis, concepting interface elements, card sort tasks

UX Research:

small field research project, heuristic review, usability tests, accessibility testing, ergonomics (related to kiosks and booths)

UX Strategy:

content strategy by working with team writers, customer experience (CX) linked to business goals, journey maps

August 2011 to March 2020 – UX/UI Group Art Supervisor – Harrison and Star (digital healthcare)

Clients: Merck, TEVA: TEVA Corporate site, Copaxone – Bausch & Lomb: Lotemax Gel, Eucerin – Novartis: Tasigna, Genoptix – Genentec: PDL1 Tecentriq.

Creative lead for UX and UI on digital materials for professional and consumer brands, Merck Teva, Bausch & Lomb brands. Led responsive web design workshops and brainstorming, contributed to the development of information architecture, wireframes, visual design and user interface design for websites, large touch screens and iPad and mobile products. Initiated small in-house digital training courses to educate about digital trends.

August 2008 to September 2011 – Digital Art Supervisor – dDFCB Healthcare (digital DraftFCB Healthcare)

Clients: Cephalon: Nuvigil, Trisenox Treanda – Merck: Brinavess – Medimmune: Flumist, Synagis – BI: Aggrenox – BMS: Atripia – Talecris: Gamunex, Hypermunes, Thrombate – Bausch & Lomb: Besivance.

- 2009 Rx CLUB AWARD OF EXCELLENCE: Art direction and design of Nuvigil.com web site launch.

December 2003 to August 2008 – Partner in small web design shop. Freelance in interactive, motion graphics, and print.

November 1999 to December 2003 – Art Director/Partner – iAnalyst.com (startup) and esyncmedia.com (part owner)

Responsible for all brand development, interface design, marketing design, print design for iAnalyst startup - iAnalyst received 1.5 million to launch a new brand on the web for an online financial advice product.

February 1999 to November 1999 - Freelance – Associate Creative Director – Grey Interactive Client: Whitehall Robbins.

- Concept creation & development, redesign of websites supporting: Mars M&M, AutobyTell.

July, 1998 to January 1999 - Freelance – Associate Creative Director – Grey Direct - E-marketing (Online)

Client: Lucent Technologies.

- Lead creative team of three in the concept creation, development, redesign, and production of Lucent Technologies-Global Service Providers (GSP) web site and extranets. Present to client.

JULY, 1996 TO JULY 1998 – Art Director – PC Magazine Online (www.pcmag.com) & ZDNet

- Responsible for concept, development of the interface design, and recommendations for implementation of new technology for pcmag.com and special edition websites (pcmag had over 30,000 live pages. PCMag.com is a direct competitor to C/NET).

EDUCATION

MA: International Relations: Media Studies, Conflict & Security, **The New School**—Milano School of International Affairs Management, and Urban Policy

MFA: Computer Graphics Animation and Design, **Syracuse University**

Concentration: Traditional Mixed Media, Interactive Media, Computer Graphics and Programming

BA: Sociology, **Syracuse University**

Architecture Design Studio, Summer Concentrated Study, **Harvard Graduate School of Design**