

JAN ARVANETES

USER-CENTERED DESIGN

USER RESEARCH

DIGITAL MARKETING

BRAND INTEGRATION

VISUAL COMMUNICATION

CAREER SUMMARY

An accomplished user experience (UX) and visual communication professional with 20+ years of experience. Proven abilities in establishing and leading innovative strategies that support user, business, brand, and organizational growth objectives. Self-motivated and collaborative team player.

- : Restructured information architecture and streamlined content development processes for three corporate web sites *reducing daily maintenance by 60%*.
- : Established domain registration processes *saving \$15,000 annually in unmanaged fees*.
- : Led extensive user-centered design activities for web, portal, mobile devices, and e-Commerce solutions for clients in a variety of both B2B and B2C industries, including finance, telecom, energy, utilities, manufacturing, travel, healthcare, retail, and insurance.
- : Established revenue-generating brand integration methodologies for national user experience practice.
- : Created visual identity systems for all aspects of print – stationery, sales collateral, promotional products – from the ground up where none had previously existed.
- : Led transition from a 'branded house' to a 'house of brands' strategy including identity systems, launch communication efforts, and information architecture / visual design for three company websites.

User Research and Design Skills

- : Contextual inquiry/ethnography, card sorting, information architecture, navigation modeling
- : Lab-based, onsite, and remote usability testing
- : Low- to mid-fidelity wireframe and interactive prototype design
- : Responsive design for mobile
- : Heuristic and competitive evaluations
- : Personas and user profiles

PROFESSIONAL EXPERIENCE

ARVANETES DESIGN, LLC | Cleveland, OH
2013 to present

User Experience Consultant

Providing user experience research and design consultation to a variety of Fortune 500 clients. Most recent clients include Cummins, Inc. and TecEd / Dominos Pizza.

ROSETTA | Cleveland, OH
2011 – 2013

A digital marketing agency and an independent brand in the Publicis Groupe of global agencies.

Director, User Experience

Responsible for business development proposals, client presentations, design activity roadmaps, and leading user experience team activities for numerous financial and consumer-based industry clients.

- : *2012 Chargeability: 109.8%; Client utilization: 112.8%; Overall utilization: 119.4%.*
- : Integrated new revenue-generating UX processes including a customer stakeholder brief, prioritization activity for content-functionality-technology, brand heuristic evaluation, and brand attribute semantic differential survey.
- : Managed the user experience for the Citizens / Charter One Bank account. Value Plan product demonstration project won multiple interaction awards including:
 - *2011 Horizon Interactive Awards* – Gold: Consumer Information (websites); Silver: Animation (websites); Bronze: Training and Instructional (video).
 - *2012 IMA (Interactive Media Awards)* – Best in Class.

Clients included Chase / JP Morgan Stanley, TracFone, Cencosud S.A., T-Mobile, Citizens / Charter One Bank, Diebold, Hickory Farms, State Farm and Pirelli Tires.

PERFICIENT, Inc. | St. Louis, MO
2007 – 2011
IT consulting firm serving Global 2000 and other large enterprise customers throughout North America.

Senior Solution Architect, User Experience Strategist

Led and managed teams in a wide variety of user-centered design activities. Planned and integrated user experience strategies into proposals for a variety of Fortune 500 clients.

- : *Top revenue generator for national practice in 2008.*

Clients included Luxottica Retail (LensCrafters, Pearl Vision, Target Optical); Borders Group, Inc.; New Pig Industrial Products; Integrys Energy; Basics Office Supply; Medtronics; BlueCross BlueShield of Florida.

ARVANETES DESIGN | Colleyville, TX
2005 – 2007

Independent Consultant and Design Instructor

Clients included InSite Interactive, Texas Instruments, and Westwood College.

SABRE HOLDINGS (previously part of American Airlines) | Southlake, Texas
1995 – 2005

Director, Brand Integration 2001 – 2005

Responsible for the integration of corporate brand, visual identity, and messaging into the online and offline aspects of the company's marketing and communication vehicles.

- : Directed a 15-person design team providing web, multi-media, print, presentation, and customer event marketing solutions.
- : Created an integrated marketing solution that *generated \$45 million in new business*.
- : Redesigned the worldwide signage system *resulting in \$22,000 in cost savings per acquisition update and reduced production time from 12 weeks to eight weeks*.
- : Managed the visual identity systems and supported all aspects of brand design and advertising for the parent company and six of its key brands within the corporate communication organization.
- : Advised marketing and external teams on new acquisitions and emerging brands.
- : Developed trademark guidelines and writer's workshop to reduce legal fees and increase consistency.

Manager, Brand Identity 1998 – 2000

Managed the company's visual identity, providing consultation to the corporate divisions to support a single brand strategy.

- : Directed a six-person design team providing print, presentation, and customer event marketing solutions.
- : Established and maintained the corporate identity and design systems for all internal and external marketing collateral.

Interface Design Specialist 1995 – 1997

Developed graphic user interface solutions for a variety of desktop and web software for travel agencies and airlines.

- : Coordinated and managed the effort to define graphic user interface standards.
- : Conducted domestic and international usability studies in England, Germany, Argentina, and Brazil.

ACADEMIA

UNIVERSITY of CINCINNATI

Cincinnati, OH

Faculty Member

Responsible for instructing undergraduate students in three foundation courses – Color, Form, and Space.

- : *Voted Most Outstanding Graduate Student by peers and faculty.*
- : Developed new student projects that were incorporated into the foundation design curriculum.
- : Served on the review committee for the reappointment of Director of the School of Design.

Graphic Designer

Provided educational and promotional communication print design for the College of Design, Architecture, Art and Planning, and the College of Engineering.

ALMA COLLEGE

Alma, MI

Tenure Track Instructor of Design / Gallery Director

Designed curriculum for and taught foundation theory, graphic design, photography programs, and senior independent studies. Managed the Flora Kirsch Beck Gallery, curating 10 exhibitions per academic year.

PREVIOUS EXPERIENCE

SLAVIN ASSOCIATES, Inc. – Chicago, IL

BURSON-MARSTELLER – Chicago, IL

EDUCATION

MDes (Masters of Design) – University of Cincinnati, Cincinnati, Ohio

MA and BFA – Northern Illinois University, DeKalb, Illinois

Foundation Design Studies – Kent State University, Kent, Ohio

A list of recognition, workshops and presentations given, exhibitions, collections, and juror activities is available upon request.