

# Sharon Rose Cardinal

## User Experience Designer & Creative Director

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23andMe  
Mountain View  
May 2009 - Nov 2009

### SENIOR UI & VISUAL DESIGNER

Re-designed the 23andMe purchase experience.

Provided wireframes and mockups for a new site design.

Designed posters, postcards, and signs for various events.

Adobe Systems Inc.  
San Francisco  
May 2008 - May 2009

### SENIOR UI & VISUAL DESIGN CONSULTANT

Re-designed the user interface and visuals for Adobe's enterprise level volume licensing web application.

Created wireframes detailing streamlined user flows for three different user types.

Designed a visual system that supports the enhanced user experience, and aligns the site with the Adobe.com brand.

The result was a new, more flexible program that scales as revenue grows, increases customer satisfaction, allows for more self service, reducing customer care costs.

Yahoo! Inc.  
Sunnyvale  
July 2007 - Feb 2008

### SENIOR INTERACTION DESIGNER

Designed a set-top box interface for an application that allows consumers access personalized interactive content, video services and search on their TV. This 'lean-back' experience offers a true 2-foot to 10-foot convergence.

Developed interaction models, designed visual concepts, architected flows and wireframes to support a working prototype.

The result was an elegant, fun experience on an open platform designed to be customizable for end users and third party developers.

Schematic  
Los Angeles  
May 2005 - May 2007

### ASSOCIATE CREATIVE DIRECTOR

Managed creative teams on a variety of interactive platforms including set-top box navigation concepts for Time Warner Cable and Sling Media, and a mobile interface for DirecTV.

Created original products and introduced clients to new ways of approaching their brands by implementing a unique vision process on projects for ABC.com, ABC Family, and ABC News.

Launched web sites for ABC Family, Comcast Networks and a video player for iFilm.

Pitched new business, conceiving and presenting creative for clients such as Movies.com Max, Oprah.com, GameTap, Sesame Street, Delta, and Discovery Channel.

Participated in the AFI Digital Content Lab, partnering with A&E's History Channel and Brightcove to design a hybrid content delivery interface for accessing large amounts of video, games, text and images.

Extended outreach and recruiting efforts to West Coast art schools and universities.

Razorfish  
Los Angeles  
1999 - 2001  
&  
2002 - 2003

### FREELANCE ART DIRECTOR (2002-2003) AND SENIOR DESIGNER (1999-2001)

Directed and designed a complete new look and feel for the Los Angeles Department of Water & Power web site.

Designed a Razorfish branding package including signs, posters, maps and badges for a company-wide event attended by over 2000 people.

Art Directed a variety of web site and branding packages for educational, government, and consumer clients.

Freelance Design Consultant  
[selected projects]  
2003 - 2006

### WEB SITE DESIGN AND ART DIRECTION

CLIENT: Honda // ROLE: Senior Art Director // FIRM: Rubin Postaer & Associates

Led the design efforts of the Flash micro-site for Honda's off-road bikes.

### INTERACTIVE SALES PRESENTATION DESIGN AND ART DIRECTION

CLIENT: IBM // ROLE: Senior Art Director // FIRM: Imaginary Forces

Directed and designed and Flash animated interactive tool for the launch of new server technology. Created storyboards for each scenario, worked with sound and voice over to add texture and depth.

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Freelance Design Consultant  
[selected projects]  
2003 - 2006

### DVD DESIGN AND CONTENT CREATION

CLIENT: Weiden + Kennedy TokyoLab ROLE: Creative Producer // FIRM: The Group

Created content for an interactive DVD showcasing the work of three artists to launch a new record label. Conducted creative workshops to generate ideas and concepts. Coordinated a team of over 15 artists in the production that included animation, illustration, sound, and DVD authoring.

Teaching Experience

### ART CENTER COLLEGE OF DESIGN

Web Branding (Winter 2003, Winter 2004)

The course expanded the student's understanding of designing for a digital, networked environment. We explored ideas and methodologies for creating a stable site foundation that included Research, Information Architecture, Content Development, and Visual Exploration. Final result was a process book, and a 5-7 page prototype of a digital experience.

### UCLA DESIGN | MEDIA ARTS

Dynamic Typography (Fall 2003, Winter 2004)

This class focused on the conceptual and formal exploration of typography in motion. Students broadened their understanding of time, motion, behavior, and narrative structures, within the context of graphic design. They completed exploratory projects that allowed them to push their creative and technical possibilities.

Education

### MASTERS OF FINE ART – GRAPHIC DESIGN

California Institute of the Arts, Valencia, CA 1999

### POST BACCALAUREATE STUDIO CERTIFICATE – GRAPHIC DESIGN

School of the Art Institute, Chicago, IL 1997

### BACHELOR OF ARTS – MEDIA MANAGEMENT

Columbia College, Chicago, IL 1987