

Dak Elliott

Interface Design, Experience Design & Strategy

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PROFILE

I have over a decade of hands-on web design experience for corporate web sites and social networks. I particularly enjoy being involved in strategic decisions behind the visual design – not just the ‘what,’ but also the who, how and why. It’s this big picture view that’s helped me find a natural fit in web application design as an advocate of experience design and strategy. My goal is to deliver intuitive, memorable design solutions that help people and businesses achieve their goals.

EXPERIENCE

Senior User Interface Design Lead at MyFamily.com

April 2006 - March 2008 : Bellevue, WA

- Designed product features utilizing principles of User-Centered Design, taking them from conception through stakeholder review and development
- Responsible for producing deliverables in the form of wireframes, interaction documentation and visual design comps for my Agile team (Scrum method) for execution within 30-day sprint cycles
- Supervised and supported development’s execution of designs, then identified and logged visual design and interaction bugs against the dev environment through FogBugz
- Defined emotional branding & experience strategy of the visual design using research and exploration techniques including persona development, mood boards, and visual voicemapping

User Interface & User Experience Designer at Classmates.com (contract)

December 2005 - April 2006 : Renton, WA

- Designed various product features, such as ‘Reunions,’ for planning class reunions, and ‘Local,’ providing local news and reviews; also redesigned Classmate’s page templates to accommodate new ad sizes
- Coordinated with business managers on the design and implementation of promotional and sponsored campaigns, working to align business requirements with established brand guidelines
- Collaborated with Information Architects and developers to integrate new products and promotions

Independent Contractor

November 2004 - mid-2006 : Greater Seattle Region

- Delivered a variety of web and print creative needs for agencies, corporations, small businesses and non-profits, including the Tacoma-Pierce County Chamber and YMCA of Greater Seattle

Marketing Communications Designer at Callison Architecture

March 2003 - November 2004 : Seattle, WA

- Creative lead for firm’s front-line client pursuit and presentation items, with frequent attention to foreign cultural and technology differences
- Routinely hired and managed freelance designers as needed to fulfil Marcom creative requirements
- Managed relationships with printing companies and all aspects of firm’s printing needs, including vendor selection and sign-off authority for press runs
- Maintained and updated the firm’s existing website and created new, project-specific microsites

EXPERIENCE (continued)

Principal of Dak Elliott Design

June 2001 - March 2003 : Seattle, WA

- Managed all creative and business operations of a successful graphic and web design business

Creative Director at Critical Domain

June 2001 - December 2002 : Seattle, WA

- Responsible for client creative of all projects for a virtual B2B consulting firm

Senior Designer at Ketcham Design Group

March 2000 - May 2001 : Seattle, WA

- Led boutique agency's web design projects, including fee estimation and development
- Managed and mentored print design staff on all aspects of web design projects

Creative Services Manager at VacationSpot.com

November 1998 - January 2000 : Seattle, WA

- Designed UI and interaction for various site features and transactions, such as online reservations and billing
- Responsible for sales and marketing collateral, software packaging, advertising and promotional materials
- Assisted the VP of Marketing on critical agency-led advertising campaign prior to acquisition by Expedia in January 2000

Graphic and Environmental Graphic Designer at Gould Evans

January 1996 - September 1998 : Kansas City, MO

- Successfully co-led effort to become a profitable, autonomous studio within the firm
- Designed and managed signage & wayfinding projects for various clients, inc. AMC Theatres nationally
- Designer and webmaster of firm's first website

Graphic Designer at Action Design Group

October 1994 - October 1995 : Minneapolis, MN

- Designed marketing and public relations materials for various clients

EDUCATION

- **BFA in Graphic Design**, University of Nebraska at Kearney
- Dual majors (no degree): Visual Communication and Psychology, University of Kansas