

Joelle Benvenuto
1136 Grand street
Redwood City, CA 94061

Home Phone: (650)363-8012
Email: joelle@joellebenvenuto.com
Portfolio: www.joellebenvenuto.com/portfolio/

◆ PROFESSIONAL PROFILE

14 years experience in web design design.

- Awarded art director and graphical designer.
- Proficient in User-Centered Design process.
- Specialist in usability efficiency & visual excellence for web based products.
- Finds creative and user-friendly solutions to enable user intuition, strengthen UI identity, energize content and promote task driven actions.
- Recognized for thorough project organization through procedure and documentation to optimize UI rules propagation and for product release.
- Proactively links marketing (or clients) vision with emerging technical tools for perfect user experience.
- Solution-oriented reliable and dynamic team player

◆ PROFESSIONAL EXPERIENCE / ACCOMPLISHMENTS

givezooks! (*Connects organizations and individuals online to increase charitable giving*)
Lead Visual Designer & UI / UX Designer
2008 – Present

Admin User Interface for Nonprofits (web-based application)

- Concept design focus on solving navigation & content organization issues based on real customer feedback.
- Interaction design, wireframes, mockups, prototypes.
- Specs & Support to implementation (CSS, html)

givezooks! Home Page re-design

- Flash animation conception for key features highlights
- Help marketing align visual design and content presentation to new value proposition.

Dash Navigation (*driving the innovation in automobile navigation*)
Lead Interaction Designer & Visual Design
2007 – 2008

User Interface for mydash.net & the GPS device (hardware)

- Concept design based on user research analysis, competitive analysis.
- Interaction design, flow charts, wireframes, mockups, prototypes for usability testing sessions.
- Iteration on interaction and visual design based on testing results.
- Specs to lead development until final concept.

All this in an [Agile Development Methodology](#) using the [User-Centered Design](#) process.

User interface design for consumer electronics products (touch screen GPS device)

User interface and web-based application. (Helped to integrate UI to code in a Ruby on Rails env.).

The Picture People
Web Designer & User Interface Designer
2003 – 2006

User Interface Design

Conception, prototyping, design and usability specifications for Ecommerce solution, touch-screen Appointment Book System and Pictures Management Application.

Website Design

Graphical look and feel creation empowering new company strategy and enforcing existing corporate identity, integrating easy navigation, efficient content organization and supporting marketing vision. Contributes to additional content such as implementation of order tracking system, FAQ, customer services system, image library.

Organization and production of 12 annual promotion campaigns.

Monthly creations of website's materials and commercial advertising movies for giant plasma screens. Organization and optimization of process to facilitated production and updates.

REEF North America

**Head of Corporate Identity & User Interface Product Manager
2000 – 2002**

Product and project management of user interface:

Graphic design and integration of 7 web-based applications interfaces. Leads the interface usability definition as a product manager to insure homogeneity through out 3 releases.

More Details: Creates User Interaction Model, workflow charts, usability mockup (HTML and JavaScript), leads testing, graphic design conception, quality assurance and received client feedback.

World wide corporate identity management and maintenance.

GTN (Global Theatre Network)

**Art director, Team Management, Animator
1997 – 2000**

Art direction and Team Management for WWW.NIRVANET.COM (million click website in EUROPE in 1998)

Team Direction (10 staff members) and art direction to produce and publish daily editorial and visual interactive content in 4 languages. Creation's supervision of 3 releases with innovative content presentation and emerging navigation system. Monthly production supervision of prints brochure, poster, flyer, TV ads, website updates to promote the CYBERTHEATRE entertainment events.

AWARDED WEBSITE: Nirvanet was nominated for the Gold Award for ONLINE ART, CULTURE & SOCIETY during the MILIA in 1998 (European Multimedia Trade Show), and won the UNESCO award for CYBER CULTURE promotion in 1999.

Web Design & Development Direction (10 staff members):

Direction of the design and development department for the Benelux (Belgium-France_Luxembourg). Produces websites and print production for a variety of customers. Europe first e-commerce website design for "GOODGOODS by Stark" by the world famous designer Philippe Starck, and his catalogue. Selected to represent "Belgium" at the Milia trade show as a talented ART DESIGNER in 1999.

ExMachina

**Computer Designer/Developer & Film creator
1994 – 1997**

Graphic Design of the Art CD "The Mystery OF MAGRITTE":

Interface graphic creation, movie grabbing for Creates the interface of the CD, rendered quicktime movies from 8mm archives films, animated static paintings for games or interaction purpose, cleaned scanned images. I integrated all elements (images, sounds) in Apple Media Tool, adjusted the color palette of painting reproduction, did text layout creations. I also designed the packaging for the French version.

Web Design:

Creates websites for small and medium companies.

Animation:

Cartoon animation for the GALAXIAN CD. Original drawings scanning, images cleaning, cartoon animation, voiced mapping, movies optimization rendering.

AAV (Assistance Audio-Visual)

**Camerman & Chief Editor
1993 – 1994**

Equipment management, camera positioning, filming, movie rushes management, movie editing on digital platform.

◆ EDUCATION AND TRAINING

Master in Communication, Design and Plastics Arts from The international school of art E.R.G. (Graphical Research School of St-Lucas University).

Education Certificate second degree (4 years + 1) ; Graphic and Design department with multidisciplinary structure (Specialization in Video Editing and Photography), listed in Brussels, Belgium

(1993).

Painting Certificate: Artisan Decoration, wood and marble, Trompe l'oeil. First, second and third Cycle, by the "Arts & Métiers" High School of Brussels (1993).

Certificate of Component-based Development with UML, by Catalysis Training (Product specification process), in San Francisco (2001).

Workflow Paintings at UC BERKELEY: teacher Larry Robinson, admission in January 2005.

◆ LANGUAGES

French is my mother tongue (excellent level of speaking and writing).

English is my second language (excellent level of speaking and writing).

Italian is my third language (average level of speaking and writing).

◆ TECHNICAL SKILLS

Language: Excellent Knowledge of Html & Css, basic knowledge of Action Script and Javascript, knowledge of html UI implementation into ASP, ASPX, AJAX, PHP.

Platform: Excellent knowledge of Macintosh and Windows.

Software: Proficient in Omnigraffle, Photoshop, Illustrator, Dreamweaver, Flash, AfterEffects, QuickTime, Ms office