

# Curtis Whaley

*UX/UI, brand design, information design*

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## Objective

I'm a professional designer and user experience advocate with over twenty years of experience in design, art, and teaching. I'm an aspiring leader and mentor who loves to coax great design out of people. I'm a lifelong learner and behavioral science enthusiast who is endlessly fascinated by people and why they make the decisions they do. And, I'm a believer in learning about who you are creating for and understanding that it can make or break a final product.

## Work Experience

### **Senior Creative Designer - Digital** **American Girl, 2018-present**

Senior Creative Designer, Digital - American Girl. On the ever-evolving digital flagship team my role has been to partner with UX to assist with user research, provide wireframes, contribute to the establishment of information architecture, and offer rationale for strategic decisions. Additionally, I have worked with the marketing team to create emails, support promotions, and build high-visibility pages to educate and market to the consumer, juggling multiple projects, gathering the necessary information and executing effectively and on time. I have also been a part of two re-platforms, including complete site overhauls.

### **Senior Creative Designer - Strategic Brand Creative** **American Girl, 2016-2019**

On the strategic brand creative team, my role was to support and lead design in the creation and dissemination of internal brand style guides. This required working with multiple teams across the organization to distill the essence of the brands and products and make those distillations visual. Additionally, our team presented ideas to leadership for approval and ultimately to the larger creative organization to ensure aesthetic cohesion in all customer-facing communications.

### **Senior Graphic Designer - Catalog** **American Girl, 2012-2016**

On the catalog team I helped create concepts for seasonal marketing campaigns, executed layout and final designs for spreads and created graphic assets. I also participated in consumer research sessions and helped to translate consumer feedback into actionable ideas.

### **Special Projects Employee - Marketing Communications** **American Girl, 2009-2012**

As a freelancer at American Girl I supported internal visual communications and graphic processes, created concept sketches, rough layouts and graphic assets for catalog, and contributed to ideation sessions.

## **Creative Director/Sole Proprietor**

**Tablet Infographics, LLC, 2008-2012**

During the recession I started my own Infographics studio. I was responsible for marketing, business development, client relations, and everything you have to do if you own your own business. On the creative side, I hosted conference calls with clients, assembled the necessary information, created concept sketches, and presented rough designs to gain client approval. I was responsible for creating final versions of the graphics or recruiting freelance talent to assist in their creation. I managed, and art directed the freelance artists and myself to achieve the optimal product for the client.

## **Information Artist**

**Funnel Inc, 2004-2008**

As one of the first employees of Funnel Inc, a small agency specializing in information design, I was responsible for participating in client consultations to discern the customer need. The information gathering stage would often include on-site visits and client meetings. I was also responsible for creating concept sketches for client approval and working with the creative director to generate final art for delivery.

## **Various Teaching Positions**

**1999-2003.**

I held various adjunct teaching positions with the University of Wisconsin-Madison and the Milwaukee Institute of Art and Design. Classes taught included Beginning Painting, Drawing 1 and 2, and Visual Statement (An introduction to visual communication and concepting).

## **Education**

**Madison Area Technical College**, Madison, WI, graphic design, 2004-2005.

**University of Wisconsin-Madison**, MFA, fine art (drawing), 1999.

**University of Georgia-Athens**, BFA fine art (painting), 1991.

**Cooper Union**, New York, NY, fine art (exchange program), 1990.

## **Technical Skills**

Adobe; Photoshop, InDesign, Illustrator, Acrobat, XD, AEM. Microsoft; Outlook, Excel, Teams, PowerPoint. Sketch. Shopify; Contentstack. I also have drawing ability and experience as a whiteboarding/brainstorming moderator.

## **Professional Activities**

### **Awards**

Addy Gold, magazine full page, (student category); 2004-2005.

Addy Silver, interactive media/website, (student category); 2004-2005.

Cannes Gold Media Lion, Molson Twin Label campaign; Crispin Porter + Bogusky (Illustrations); 2004. (Funnel Inc.)

Addy Gold, self-promotional brochure (illustrations); 2001-2002.

## **Publications**

Bourassa, Sarah, "Stay safe on the ice by walking like this animal." *Today.com* 1/26/2015. <https://www.today.com/health/stay-safe-ice-walk-penguin-2D12108872>

Frauenfelder, Mark, "How to walk on ice." *Boingboing.net* 2/12/2013. <https://boingboing.net/2013/02/12/how-to-walk-on-ice.html>

Galloway, David, "Walk Like a Penguin to Avoid Slipping on Ice." *Lifehacker.com*. 1/27/13. <https://lifehacker.com/walk-like-a-penguin-to-avoid-slipping-on-ice-5979294>

Holmes, Nigel (editor). *How To Land A Jumbo Jet*. Victoria, Australia; 2011. pp. 30-31