

OVERVIEW

Jared has acquired experience working with a various range of clients and services. This gives him the broadened perspective and flexibility towards the creation of multimedia interfaces in a variety of business needs. Be it advertising, elearning, ecommerce, or a marketing site, he is passionate about creating experiences that gives the user the best customer service the design can offer. His professional experience includes:

- Serving clients in automotive, financial, healthcare, education, technology industries
- Designed user interfaces for marketing, transactional systems, reporting software, and ecommerce
- Web development lead & user experience strategist for web sites & applications for both internet and intranet
- Design of projects in all phases of the application development life cycle
- Creation of award-winning technical & character illustrations for both web and print
- Web marketing and design with the mind for search engine optimization methodology
- Behavior driven navigation structure with a web analytics oriented approach

Case study PDF available here: http://www.delariman.com/clients/jared_delariman_ux2008.pdf

Portfolio Samples: <http://www.delariman.com/portfolio/new.html>

PROFESSIONAL EXPERIENCE

USER EXPERIENCE / USER INTERFACE LEAD

BlueCross BlueShield Association - Blue Health Intelligence • Chicago, Illinois • Fulltime Contractor: 8/2009 – Present

Our group provides the analytics tools behind the claims information we receive from nationwide plans and workgroups. Our duty as a group is to create and maintain a social office and web portal to allow collaboration and communication within the workgroups and create tools and applications that will allow comprehensive assimilation of that data. My duties are as follows:

- Intranet and extranet web portal design and content maintenance using Liferay as a CMS
- Creation of a communication, social office, group community portals and portlets
- Provide consultation and heuristic evaluations of software implementations
- Creation of wireframes and flows of interaction to define the best user experience
- Conceptualize and the creation of site or application "look and feel"
- Part of the team that help strategize long range planning of software implementations, feature design, and future enhancements
- Match expected user behaviors with the target user's cognitive responses derived from testing and feedback by driving the human factor elements into the interaction design
- Taking the business requirements and create a holistic design solution that is functional, informative, and easy to use

NOTABLE PROJECTS

Federal Employee Program FEP Store - online media store development

Blue Distinction Center Software - software evaluation and user experience consulting

Blue Health Intelligence Portal - integrating workgroups into communication portal & creation of analytics software

Potentially Avoidable Complications (PAC) - Medical report publishing software design

ECOMMERCE - USER EXPERIENCE VISUAL DESIGN LEAD

Sears Holding Corporation • Chicago, Illinois • Fulltime Contractor: 3/2009 – 8/2009

Part of the team who spearheaded the next generation user experience efforts for Sears' family of websites. Our goal was to create a singular website solution that incorporated the social media experience within an ecommerce realm, and allow people to share their experience with others. Our initiative was to take the work and complications out of the standard online shopping experience by providing them with the tools and paths to allow them create/ recreate their own personalized online shopping experience.

- Provide visual design solutions for Sears eCommerce sites: Sears.com, Kmart.com, LandsEnd.com, and other service-oriented sites within the Sears family brand
- Join in brainstorming sessions with UX team to create a unified customer solution for a multitude of sites and services that Sears has to offer
- Produced interface architecture wireframes and visual interface design with focus towards personalized and social media solutions for both PC and mobile interfaces
- Define strategic solutions that allow for a web experience that anticipates a customer's need, then discover strategies and create tools that will help improve upon the customer's experience during current and future visits
- Design multi-channel interactive experiences for online, "Shop Your Way" in-store kiosks, and mobile interfaces
- Create interface and interaction solutions for complex e-commerce transactions and incorporating foundational sociological factors

NOTABLE PROJECTS

ShopYourWay Online- Strategy and design universal (multi-site) shopping, social media component and infographics

ShopYourWay Physical Stores - Kiosk interface design

Sears.com - relevancy and search component designs

SearsMobile - Ideation and strategy for shopping via mobile devices

USER EXPERIENCE MANAGER / CREATIVE DIRECTOR

West Monroe Partners • Chicago, Illinois • Fulltime: 8/2007 - 2/2009

- Create visual interfaces with logical and target-specific user interface architecture for content-managed websites and web-based applications
- Craft a balance between science and art by determining business objectives, recognizing the target audience, and outlining user goals, to create a user-centric interactive design experience
- Conduct usability metrics, heuristic evaluations, and create an outline to help anticipate and understand user behavior
- Contribute across multiple disciplines: planning and tactical issues, project management, business development, marketing, art direction, visual design, and development
- Create proposals, prepare statement of work, budgeting, strategize project implementation
- Manage a team of developers, web support staff and directing outside designers, agency designers, photographers and illustrators and providing final selections of artwork
- Maintain creative standards of quality and consistency of brand for all internal and client initiatives
- Build and promote consulting services for prospective clients and also ensure profitability of consulting projects
- Consult with clients on web design strategy to enhance marketing effectiveness with focus on the methodologies of user experience, interface architecture, usability, search engine optimization, and web analytics.

NOTABLE PROJECTS

City National Bank - Private online banking user experience design

Peapod - Consultation to help facilitate a user-friendly ecommerce environment for the blind & visually impaired

ELEARNING - DESIGN DIRECTOR

NogginLabs Elearning • Chicago, Illinois • Full-time: 7/2006 - 7/2007

- Lead the creative vision, design direction, user experience, and animation for custom-designed elearning courses in a fast-paced environment while delivering multiple courses with tight and parallel deadlines
- Mentor and lead a team of 9 designers and oversee course designs across 5 project teams to deliver media-rich and visually engaging elearning courses with audio, video, and Flash animation
- Strategize with client and project managers to plan the course direction, elucidate and manage timelines, decide on project features, staff arrangement, and budget concerns
- Create presentations and pitch ideas to stakeholders, client-side as well as in-company staff
- Conceptualize and storyboard with instructional designers and refine the script with content producers to create courses that provide an engaging media experience that help modify user behavior
- Partner with clients to evaluate or maintain their corporate visual brand and design courses to match their intended audience
- Produce e-learning systems with varied subject matter such as: courses on diversity, harassment, system simulations, customer service, on-the-job training, healthcare

CLIENT LIST

AbbottLabs, ABN-AMRO, AllState, AOL, Behavioral Tech, CDW, CapitalOne, Dell, JetBlue, McDonald's, Northwestern University, WL Gore

AWARDS

2006 Brandon Hall Award – Silver Best Custom Content | Client: Jetblue | Project: E190 Inflight Training
2008 Brandon Hall Award – Silver Best Use of Games | Client: AOL | Project: AOL101
2008 Brandon Hall Award – Silver Best Custom Content | Client: McDonald's Worldwide | Project: Fries Trainer
2008 Brandon Hall Award – Gold Best Custom Content | Client: McDonald's Worldwide | Project: Crew Trainer
2008 American Business Award – Stevie Winner | Client: AIDS Foundation Chicago | Project: Empowerment Education Referral Station

LEAD WEB DESIGNER - ONLINE MARKETING

Milwaukee Journal Sentinel - Journal Interactive • Milwaukee, WI • Full-time • 2002 - 2006

- Worked collaboratively with marketing team to design and deliver multiple projects and meet tight deadlines in a fast-paced web advertising environment
- Created visually-appealing, user-focused Flash advertising animations that produced high click-through rates
- Consistently maintained corporate visual brand while creating high visual appeal when designing across multiple web advertising channels through email, web portal design, and Flash ad animations
- Delivered online advertising using Flash, email ads, games, interactive promos, slideshows, and web page designs
- Produced and updated design interfaces for JSONline.com and partner sites, utilizing data derived from web analytics programs

CLIENT LIST

MedicalMoment, PackerInsider.com, MKEOnline, Milwaukee Art Museum, Milwaukee Brewers, Milwaukee Bucks

AWARDS

2003 Journal Communications Team of the Year Award - Highest percentage of revenue goal
2004 Edgy Award - Best AdProgram - MedicalMoment.org [Role: Advertising and elearning design]
2005 Edgy Award - Best Home Page User Experience for MKEOnline.com [Role: Ad design]
2005 Edgy Award - Best Sports Site for PackerInsider.com [Role: Ad and page designs]
2005 Edgy Award - Best Advertising Program for Pick'n Save's MetroMarket [Role: Ad design]

LEAD VISUAL DESIGNER

Divine Advanced Branding Group • Milwaukee, WI • Full-time Contractor • 2002 / Freelance Contractor 2003 - 2004

- Presented and communicated visual design perspectives and brainstormed user interface direction with client
- Produced visual branding designs, web interfaces, interactive games
- Illustrated detailed Harley-Davidson technical motorcycle lineart in 2003 and 2004 for web and print
- Designed and produced h-d.com's domestic and international multilingual sites for Harley's 100th Anniversary

PRODUCTION ARTIST / LEAD ILLUSTRATOR

LearningInsights • Chicago, IL • Full-time • 1999 - 2002

- Pitched and presented animation, illustration, and visual design concepts to clients as well as in-house
- Lead character illustration designs, and taught vector illustration techniques to production staff
- Streamlined the production process by creating templates, code and design asset libraries for future use
- Collaborated with design team to develop and initiate processes that increased quality and reduced workload
- Developed interfaces in Flash, imported 3D animations into Flash vectors, and created Flash animations for the financial and compliance markets
- Collaborated with Artistic Director to design user interfaces and partnered with instructional designers and content editors to produce flash animations, character designs, and layout designs for over 50 Flash elearning courses

CLIENT LIST

ABN-AMRO, AON Corp, Bayer, BankOne, Kellogg School of Management, LaSalle Bank, University of Wisconsin

AWARDS

2002 CINDY - Gold Award Winner - University of Wisconsin's "NCAA Compliance E-learning Course"

2001 AMC - People's Choice Award - University of Wisconsin's "NCAA Compliance E-learning Course"

CREATIVE DIRECTOR / USER EXPERIENCE PRINCIPAL

Delariman Designs • Design Services • 1992 - Present

PARTIAL CLIENT LIST

Elemental Enterprise, TerraNova Learning Systems, GE Medical Systems, Imagemark, Lockheed Martin, Divine/Whittman-Hart, Hewitt Consulting

AWARDS

2007 Istockphoto.com Best Vector Illustration - Finalist - "Last of its Kind"

2007 March - Istockphoto.com Monthly Vector Challenge Winner: 1st Place Illustration - "Last of its Kind"

EDUCATION

BACHELOR OF ARTS IN FILM: ANIMATION

Columbia College Chicago • Pursuing degree

- Learned industry techniques in methods of film production and animation, screenwriting, film production planning, film editing, lighting, layout design, character design, and storyboarding
- Trained in 2D and 3D computer design, as well as audio and video editing for film