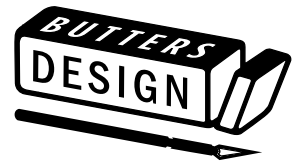


ELLEN BUTTERS

Digital Art Director • UX Designer

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2012-
2014

MARVEL



Design Director, Digital Media Dept. • NYC

- ▶ Built a strong six-person digital design team from scratch with a limited budget.
- ▶ Art directed digital design team, ensuring visual consistency and collaborative problem-solving. Load-balanced design resources to accommodate fluid schedules and rush projects. Encouraged career building and filling in skill set gaps. Created UX wireframes for designers when needed.
- ▶ Developed a new visual brand for all of Marvel's Web sites, apps, and digital interfaces. Brought brand consistency to a wide range of applications spanning multiple platforms and experiences.
- ▶ Helped launch Marvel Unlimited, a new digital comics subscription app and business program.
- ▶ Art directed a new Responsive Marvel.com interface with reusable modules and templates. Applied best UX practices, incorporated new ad units, and gave more editorial controls to content producers.
- ▶ Established an online Style Guide and UI Pattern Library with Dev team. Both internal and third party teams used these resources to accelerate Dev schedules multifold.
- ▶ Collaborated with Dev and QA teams early to ensure design integrity without eating into schedules.
- ▶ Applied user feedback and testing to improve and inform designs.
- ▶ Presented design team achievements and industry trends to Marvel leadership.

2010-
2012

SCHOLASTIC



Art Director, Book Clubs Online • NYC

- ▶ Art directed eight designers, improved visual design of the Book Clubs sites, defined GUI and brand standards, and maintained consistency between designers.
- ▶ Helped evolve the Scholastic Book Clubs Web site from a simple translation of a print flyer into a modern, usable digital application that better leveraged Web interactivity.
- ▶ Connected large, disparate teams to streamline the process of building new pages and features.
- ▶ Concepted and designed microsite and online marketing of Storia, a new digital eReader app.
- ▶ Redesigned the Back To Basics Toys Web site, a sub-brand of Scholastic.

2007-
2010

BARNES & NOBLE.COM



Senior Designer • NYC

Continued on next page ▶

- ▶ Designed innovative, reusable solutions to complex user interface problems, from start to finish, for bn.com and the nook eReader device. Deliverables included new page templates, sub-branded Web video pages, Gift Guide microsites, logos and promotional graphics.
- ▶ Spearheaded and art directed the rapid integration of nook digital apps, eReading devices, and eBookstore throughout bn.com, initializing the nook eReading ecosystem.
- ▶ Streamlined the design process and ensured quality control by templating all repeating graphic assets and pages. Collaborated with IA, Production, and Dev departments to improve user experience and ensure fast turnaround.

**2001-
2005**

AMNH

Graphic Designer, Retail Dept. ▪ NYC



- ▶ Solely conceptualized and designed all proprietary product lines for six Museum Shops, working closely with buyers to coordinate all product lines, track sales, adjust quantities, and maximize profit.
- ▶ Managed all stages of print jobs (e.g. catalogs) and proprietary & licensed product development, from negotiating pricing and schedules to overseeing sample approvals and final press runs.
- ▶ Designed all print and Web advertising, postcards, signage, and environmental store graphics.

EDUCATION

2007

Parsons School of Design, NYC

Associate of Applied Science in Graphic Design

2000

The Juilliard School, NYC

Master of Performing Arts

1999

Oberlin College & Conservatory of Music, OH

Bachelor of Arts in Art History

Bachelor of Music in Viola Performance

RECOGNITION

- ▶ Interviewed for Fast Company Magazine, 2013
- ▶ 2010 Keyspan Study ranked bn.com in the "Top Tier for Visual Appeal"
- ▶ 2004 Museum Employee Recognition Award
- ▶ Full Scholarship to Oberlin College & Conservatory of Music

SKILLS

▶ Industry Software

- Adobe CC: Photoshop, Illustrator, InDesign, Acrobat, Flash
- Apple iWork: Pages, Keynote, Numbers
- Microsoft Office: Word, Excel, Powerpoint
- Balsamiq

▶ Code & UX

- Responsive Design Best Practices
- Interaction & UX Best Practices
- User Testing
- Agile Methodology
- HTML 5/CSS
- Email HTML

▶ Hi & Lo Fidelity Wireframing

▶ Photo Direction & Styling

▶ Thumbnailing & Illustration

▶ Classical Music Performance, Viola