Van Shea Sedita

User Experience Designer ∴ Illustrator

646.831.9219 | van@vanshea.com | www.vanshea.com | blog.vanshea.com | twitter: @vanshea

I design identity, social, and software experiences for the web.

Employment History

DESIGN LEAD for Get Maid July 2012 - Current

- Developed mobile application branding directed at upper middle class urban persona
- Crafted hand-coded HTML and CSS for prototype to speed minimal viable design's creation phase
- Initiated a gradual iterative design process while implementing design in Sencha Architect

DESIGN LEAD for SiteSimon April 2011 - July 2012

- Developed SiteSimon brand from the ground up, starting with a branding workshop
- Led usability testing sessions, and data synthesis processes
- Created logo, color palette, website design as well as tone and personality pieces
- Crafted clickable prototypes to speed user experience creation phase
- Hand-coded HTML, LESS, and CSS for sitesimon.com
- Executed browser add-on design, conception, production and testing

VISUAL DESIGN LEAD/EXECUTIVE CREATIVE DIRECTOR for House Party July 2009 - November 2010

- Created a unique social media presence with Facebook, email marketing, and the creation of @housepartyfun
- Directed creative team of copywriters, bloggers, and designers in client branding and new business development—
  client list included PlayStation, Microsoft, Kraft, Uniliver, and many more.
- Established a culture of creative excellence throughout the organization,
  encouraging individual growth, and team collaboration
- Directed re-branding of houseparty.com

CREATIVE DIRECTOR for Fearless Concepts October 2008 - March 2009

- Created powerful branding for entertainment names such as: LL Cool J and Fall Out Boy
- Directed front-end design of user interfaces for websites using ActionScript, ASP.Net, XML, HTML, and CSS
- Directed re-design of islanddefjam.com
- Managed staff, and vendor relationships with designers, animators, and CSS programmers

CREATIVE DIRECTOR for Empress Media June 2007 - March 2008

- Re-branded company's web, print, and merchandise materials, leading to new products, and increased sales
- Designed user experience, and visual design for ASP.Net Digital Assett Management software
- Managed interior design, and renovation of new office space, new sales directions

Other Positions

I am also an Adjunct Instructor for NYU's School of Continuing and Professional Studies teaching:
Web Usability, Information Architecture, Photoshop, Dreamweaver, Flash, and MAC OS

Education

Pratt Institute: BFA in Communication Design, December 2002

Awards

House Party's 2009 Windows 7 Launch Party site won several awards in 2010 including:
PROMO Interactive Marketing Award — 2nd place for Promotional Web Site