

Ivan E Nunez

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Summary of Qualifications

I believe successful digital user experiences are exciting journeys where user participation is rewarded with clarity, efficiency and delight.

I am a creative, dynamic senior level User Experience Designer with over 16 years of experience. I have an outstanding record of directing, developing and implementing websites, managing interactive projects, leading interactive and cross-discipline teams and teaching emerging interactive designers. I am a well-spoken and well-informed creative thinker that inspires clients, colleagues and students.

Experience

Creative Director User Experience, Olson 2011-present

- Collaborate with anthropologists and strategists to unearth insights into user behaviors and expectations.
- Consider clients business goals and incorporates information architecture, wireframes, user flows, mind maps, content audits, and other techniques of the trade to guide the design and development of websites, interactive applications and other digital products or technologies.

Selected clients: Target, BestBuy, UnitedHealthcare, Ecolab, Digital River, University of Minnesota, Boston Scientific, Bauer, and Sharp.

Interactive Strategist/Web Consultant, Self - Ivan E Nunez Consulting 2009-2011

- Provided solutions to engage consumers online.
- Developed information architecture, SEO goals and metrics and Social Media strategies.

Selected clients: Minnesota Medical Foundation, StarTribune, Rels, Veit, Meritas, and Alaris.

Director Interactive Media, The Nancekivell Group 2006-2009

- Developed and implemented successful online marketing initiatives.
- Evaluated web metrics for clients.
- Provided expert perspective on interactive and marketing trends to clients and colleagues helping build the reputation of our interactive practice.
- Directed web projects delivering results on time and on target.
- Managed daily operation of the interactive department and maintain relationships with clients and vendors.
- Led interactive pitches resulting in additional business opportunities for the agency.

Selected clients: ATK, Bremer Bank, Owens Corning, Collins, Possis, MedNet, HealthFitness

Director Interactive Media, Greer & Associates 2000-2006

- Designed and implemented successful interactive initiatives for clients.
- Collaborated with principal to expand the interactive department and establish procedures.
- Supervised, mentored and retained interactive designers and programmers with no interactive staff turnover during my tenure.
- Managed cost, schedules and performance of interactive projects.
- Developed information architectures and designed graphical user interfaces.

Coordinator, Web Development Office, Minnesota Department of Health 1997-2000

- Led all web strategies and acted as key web expert for all the department's divisions.
- Managed the department's public and internal websites and related applications by updating content and conducting site analytics.

- Identified strategies toward implementing electronic government solutions.
- Developed and enforced web standards and streamlined methods for publishing content.

Webmaster, Minneapolis College of Art and Design

1995-1997

- Developed the college's website.
- Acted as mentor and consultant to students, faculty and staff on all things Web.
- Developed technical documentation and conducted site analytics.
- Provided expert perspective on interactive trends and new developments.

Teaching

University of Minnesota, Twin Cities

various sessions between 1995-2005

- Advanced Typographic Design
- Computer Applications to Design Problems II

Minneapolis College of Art and Design

various adult intensive sessions between 1994-2000

- Web Design: From the Ground Up
- Web Design: Beyond the Basics
- Developing Web Pages with Dreamweaver
- Electronic Portfolio and Online Presentations

Education

1995 M.F.A. Visual Studies, Minneapolis College of Art and Design
 1990 B.F.A. Minneapolis College of Art and Design
 1982-1984 Biology major, Hamline University

Languages

Native Spanish speaker
 Fluent in French