

Randy Haims - Digital Art Director
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I have worked in a wide variety of sectors including for-profit, non-profit, entertainment, promotions and marketing firms. My experience includes online/interactive design and production, user experience, online marketing/acquisition strategy development, digital content design, development and production, branding and identity, business development, team building, and project management.

I am a strategically focused, results oriented professional with a passion for Design, User Experience, Marketing, and Online Business Strategy. I know the importance of bringing all these things together in order to achieve positive results.

Professional Experience:

Web/User Experience Designer -Digital Art Director - Internet Marketing Strategist

CnS Interactive

Jan 2016 - Present

Professional design and marketing services - Freelance/Consulting

- Digital and direct marketing strategy development
- Interactive/multimedia web design and production, banners, landing pages, email campaigns, print collateral and more
- Front end web programming - HTML, CSS, DHTML, Javascript, MySql, etc.
- Multimedia Flash and PPT Presentations for internal communications and external client pitches

Associate Art Director / Senior Web Designer

Crius Energy - Stamford, CT

August 2014 – Jan 2016

One of the largest independent energy retailers in the United States

- Digital Design Vision and User Experience
- Identify offline and online synergies to present a unified brand experience
- Liaison between Marketing, IT and Design Groups
- Product and Corporate branding and identity
- Manage external vendors/agencies on web design projects
- User experience designer for Customer and Associate facing web properties
- Digital marketing – Landing Page, social media
- Design and management of Associate/Consumer facing website
- Work with project managers and stakeholders to develop and report on timelines and set expectations for project deliverables

Creative Director – eCommerce

Cenveo, Inc. - Stamford, CT

January 2013 – July 2014

Leader in the management and distribution of custom print, labels and envelopes

- Lead design team in creating all web collateral
- Worked closely with Marketing and Business units to develop successful online marketing strategies and collaborated with IT units to ensure proper implementation of online campaigns
- Designed websites, email campaigns, landing pages, and marketing collateral
- Researched and implemented landing page and testing platforms to allow for speed to market with limited assistance from IT group.
- Testing platform allowed for A/B and multi-variant testing and lead to significant increases in conversion rates for landing pages.
- SEO and PPC campaign support - Banner Ad creation and optimization

- Work with project managers and stakeholders to develop and report on timelines and set expectations for project deliverables

Sr. Specialist Web Design and Development
Save the Children - Westport, CT
International Child Advocacy Non-Profit

January 2008 – December 2013

- Responsible for online design vision
- Creating engaging, credible experience for web users
- Focus on projects with strategic value such as improving conversion for donations and sponsorships, brand stewardship, interactivity and multimedia
- Research, develop and implement new technologies to support fund raising and branding
- Collaborate with marketing specialists to create compelling web creative assets/strategies based on applied testing disciplines
- Develop and document style guides, operational policies and procedures related to design to ensure consistency of online assets (online marketing and web sites)
- Creative team leader working hands on and in collaboration with design and development specialists

Creative Director

Vertrue Incorporated

October 2000 – September 2007

End-to-end direct marketing services to the financial, insurance and consumer services marketplace

Focus was on online marketing and the development of acquisition, retention and conversion strategies as well as assets such as web banners, landing pages and websites for consumer membership programs. Created multimedia elements for sales and corporate presentations, developed a corporate intranet in order to facilitate better communication between departments and subsidiaries.

Worked closely with all departments and senior management to ensure the highest quality support for and communication within all areas of Vertrue's core business units and subsidiaries.

- Oversight of a team of designers both web and print
- Creative department development - hiring/managing of full time and freelance designers
- Development and optimization of cohesive internet marketing campaigns including design and development of products, banners, landing pages and websites.
- Implementation of Online and Offline marketing best practices
- Use of SEO (search engine optimization) techniques and best practices through design, content and front end coding
- Communication with internal and external clients, creative agencies, recruiting agencies.
- Creation of Asset Management and Workflow Management tools and processes
- Development of interactive sales presentations both online and offline using Adobe Flash, PowerPoint, HTML and various other multimedia software.
- Creation of a cohesive corporate style for sales, HR and corporate presentations.
- Creation and maintenance of creative intranet used to support ease of access to creative/marketing materials throughout the companies corporate offices and various subsidiaries.
- Development of PHP/MySQL based internet application for call center MSRs allowing them to dynamically generate sales scripts for inbound and outbound telemarketing
- Video editing of corporate/sales videos
- Creating internal websites and materials to support HR efforts including branded company screen savers and recruiting materials
- Research of the newest hardware/software and the most current design trends

New Media Design Director**World Wrestling Federation****June 1998 – October 2000****Integrated media organization and recognized leader in global entertainment.**

Played a major role in concept, design, development, and marketing of WWE's corporate and fan web sites. Tasked with building the web design department, which entailed strategic planning, hiring, and purchasing of hardware.

- Managed design team, concept and development of websites
- Researched, developed and implemented of new technologies.
- Collaborated with content, business, financial, sales and promotion departments to develop sites, and presentations which met their needs.
- Designed and produced websites, animations and videos.
- Developed design and management procedures and coordinated staffing efforts

Intranet Design Director**Ernst & Young, LLP****June 1997 – May 1998**

Design consultant for 1 year project implementing a large scale SAP Intranet site for Union Carbide.

- Implemented large scale Intranet SAP training course for Union Carbide Corp.
- Developed interface and business graphics, photo collages, and workflow diagrams.
- Delegated projects and assignments to other designers

Creative Director**International Internet Data Services (IIDS)****September 1996 – June 1997****Internet startup specializing in retail website design services**

- Idea development, design and produced full-service websites using HTML, Tango Enterprise, Vivo video software and Filemaker Pro.
- Added video capabilities, QuickTime VR, on-line ordering, and chat rooms.
- Determined hardware and software needs and dealt directly with vendors to develop the graphics department.
- Generated sales leads through contacts throughout the business community.

Skills:

- Mac and PC Platforms
- Adobe: Photoshop, Illustrator, Dreamweaver, Flash - most Creative Cloud Software
- CMS: Wordpress, Drupal, Blackbaud Sphere, Magento, ExactTarget/Marketing Cloud, MailChimp Etc
- Digital Video Editing
- Powerpoint, Keynote
- HTML, CSS, Knowledge of JavaScript, PHP
- Photo Retouching, Illustration, Digital Photography

Education:**MA with Distinction / Communication Arts | New York Institute of Technology****BS in Studio Art | State University of New York - Brockport**