



CINDY BARRY

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www.cindybarry.com

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SUMMARY

Creative professional with 15+ years of design experience, 10+ years of management experience, a pixel perfect eye, strong leadership skills and a diverse design background, including: digital, print, branding, marketing, product development and user experience. Able to balance a humanistic managerial style with business driven outcomes.

Key strengths: designing across platforms (digital, mobile, responsive, print), creative direction, developing and maintaining creative standards, managing and mentoring design teams, overseeing all aspects of creative team operations, relationship building, project managing, communicating, promoting teamwork, and problem solving.

EXPERIENCE

Art Director + Designer // Self-Employed // April 2017 - Present

- Provide art direction and design for projects focused on both digital and print, including: responsive, mobile and desktop user experience design, logos, branding and marketing campaigns

Creative Director // IAC (Applications Division) // October 2003 - April 2017

- Built large visual UI/UX design team responsible for all digital consumer products, which generated over \$100 million in revenue each year
- Bolstered product growth through data driven, iterative design
- Provided leadership in non-design related areas, including: data analysis, product and relationship management
- Created the e-commerce driven user experience for popular virtual world, Zwinky, and drove marketing efforts which resulted in acquisition of 30 million users worldwide and upwards of \$2.5 million in monthly marketing spend
- Promoted from Graphic Designer, Design Manager and Senior Design Manager as a result of strong leadership skills and successful, results driven performance

Senior Graphic Designer // Telstar International // April 2001 - October 2003

- Ran creative department for entire company
- Handled all digital and print creative execution from concept to completion
- Developed and maintained all web sites, including content creation as needed
- Partnered with worldwide clients to formulate advertising strategies and create compelling designs for prepaid phone cards, rate posters, logos, subway billboards, trade show promotions, web sites and print ads

Graphic Designer // YO! Studio // September 1999 - March 2001

- Created concepts, logos, packaging style guides, character art, trading cards, toys, apparel and books for well known brands, including: Warner Bros., A&E, Cartoon Network, Scholastic, Procter & Gamble, FOX, Discovery Channel, Curad, Mudd Jeans and Golden Books

EDUCATION

Springboard // UX Design Course // Currently Enrolled // 2018

Manhattanville College // BFA Art + Design // Magna Cum Laude // May 2000

SKILLS



Adobe Creative Suite + InVision + Sketch + Slack + HTML + CSS + Microsoft Office