



## CINDY BARRY

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## SUMMARY

Curious, collaborative, passionate, empathetic, tech savvy Creative Designer and Director with many years of hands-on design and creative management skills. Champion user-centered, data driven design and creating simplistic yet impactful experiences. Excel at empowering and mentoring team members, while delivering business driven outcomes. Obsessed with the power of technology and the beauty of photography. Forever learning and growing.

Diverse design background, including: digital (web, mobile, responsive), print, brand identity, marketing, consumer packaged goods, digital product development and user experience. Fluent in: developing and maintaining creative standards and style guides; typography; color theory; creative strategy; managing, mentoring and directing creative teams; overseeing all aspects of creative team operations; relationship building, internally and externally; project managing and problem solving.

## EXPERIENCE

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

- Conceptualize and art direct projects focused on both digital and print, including: responsive, mobile and desktop user experience design, white papers, interactive panels, logos, branding and marketing campaigns
- Clients include: General Assembly (*education*), The Kinetix Group (*pharmaceutical*), Notion Digital (*mobile*) + more

### 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
- Influenced product growth through A/B tested, 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, Senior Design Manager to Creative Director of all visual design due to strong leadership skills and successful, results driven performance

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

- Ran creative department for entire company
- Directed 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: The Simpsons (*FOX*), Scooby Doo (*Warner Bros.*), A&E (*The Avengers*), The Powerpuff Girls (*Cartoon Network*)

## 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 + Google Docs + Microsoft Office