

Todd Lancaster

Art Director, Web Designer, Developer and User Experience Designer with more than 15 years of expertise in healthcare, education, research, ecommerce, and media industries

Qualifications

- Extensive background in web design and development, and interface/graphic design.
- Liaise with design, development, and production teams to ensure optimal user experience.
- Solid knowledge best practices in user trends and Web conventions and analytics to gauge success.
- Able to build strong working relationships with diverse range of coworkers and clientele.

Technical Skills

Software: Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator, Flash, InDesign), Adobe Acrobat, QuarkXPress, Fireworks, Microsoft Office (Word, PowerPoint, Excel)

Languages: HTML, CSS, ASP, XML, Javascript

Systems: Mac OS and Windows

Employment History

Thermo Fisher Scientific – Pittsburgh, PA

Senior Digital Designer, September 2012 - Present

Lead creative design and development of digital marketing materials including emails, landing pages, micro-sites, promotions and product pages. Work closely with management, content, marketing and technology teams to define the look and feel of complex applications—from lo-fi prototypes to clean, functional and fun usable experiences.

The Taunton Press - Newtown, Connecticut

Senior Designer, Digital Marketing, February 2007- September 2012

- Designed and developed web promotions, including but not limited to emails, newsletters, product pages, landing pages, B2B sites, and B2C sites.
- Developed thorough, realistic plans in support of organizational objectives.
- Analyzed audiences and their information and functional needs.
- Defined architecture and navigation that served as a blueprint upon which all other aspects are built.
- Created wireframes, site maps, mockups, visual specification, working prototypes and other artifacts to describe the intended user experience.

Feeney Design Associates - Monroe, Connecticut

Web Designer/Developer, Graphic Designer, August 2003-February 2007

Designed and developed print and web communications and marketing concepts for consumer, corporate, institutional and healthcare organizations. Developed wide range of design for our clients communications needs—from annual reports and catalogs to website design. Design for internet, intranet and web applications.

California State University, Northridge - Los Angeles, California
Production Manager/Senior Designer, January 2002-June 2003
Supervision of production department for The Daily Sundial and its accompanying website, sundial.csun.edu. Assigned work and assessed workloads necessary to maintain even distribution of work. Reviewed estimates, budgets, and schedules for the team's projects. Evaluated work of vendors and made recommendations to management as to vendor assignments and workloads.

Independent Contractor

Freelance Web Design/Graphic Designer/Illustration, 1990-Present

Design and develop both print and web products for wide range of clients, including DuPont, Barclays, CitiCorp, Seattle Civic Light Opera, Playhouse on the Square, Mountain Science Research. Created original illustrations in both traditional and digital format for various clients.

Daily Journal of Commerce - Seattle, Washington

Graphic Designer, August 1999 to August 2001

Under tight deadlines, responsible for design and layout for 30-page newspaper, published daily for 4,000 print subscribers and more than 15,000 readers. Provided editorial content, graphic design and supervised layout of special sections, features and advertisements. Designed and implemented web advertisements.

Scholastic Corp - New York, New York

Design Coordinator, October 1998 to March 1999

Managed design projects and facilitated trac and communications between management team and art/editorial department for Scholastic's corporate-sponsored in-school educational programs.

Education

University of Central Arkansas - Conway, AR

Bachelor of Arts, 1990

Design/Illustration

Further Study

Presenting Data and Information - Edward Tufte Seminar - New Haven, CT

Interaction Design Fundamentals - David Hogue - Lynda.com

Website Strategy and Planning - Jen Kramer - Lynda.com

Website Planning and Wireframing - Laurie Burruss - Lynda.com

HTML 5: Graphics and Animation - Joe Marini - Lynda.com