

Lee Gatchel

Creative Direction, User Experience Design and Digital Strategy

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experience

Director of User Experience / Carton Donofrio Partners / Baltimore, MD

2009-Present

Established the agency UX department and currently lead UX design for digital projects (websites, mobile sites, landing pages, applications) and provide UX consulting services for the agency. Also serve as a senior strategist responsible for leading the development of connection plans for our clients and for discovering, evaluating and advocating emerging media opportunities, platforms and technologies.

Serve on the executive leadership team and partner with other directors and department heads to manage company operations and participate in new business development. Collaborate with strategy, account, creative and project management departments, and oversee cross-disciplinary teams working on all elements of UX design including customer research, information architecture, user interface design, interaction design, content strategy, wire-framing and front-end development. Clients include ITT Defense, Calvert Investments, Guardian Industries, Everbank, Walden University and GMAC (makers of the GMAT).

Select accomplishments:

- Worked closely with Executive Creative Director and CEO to integrate interactive and traditional creative teams as part of a strategic agency restructuring.
- Developed and introduced agency's UX toolkit with best practices, working templates, training guides and resources and serve ongoing as a UX evangelist within the agency.
- Led the UX on multiple enterprise-level website development projects that have directly lead to larger engagements and increased revenues from two key clients.
- Co-created and implemented a connections planning framework for clients that includes persona development, touchpoint audits and experience maps.
- Successfully spearheaded several management initiatives within the agency including the reorganization of the server system, establishment of data storage and archiving guidelines for the agency, and the creation of a new hire orientation and training guidelines for the organization.

Interactive Creative Director / Carton Donofrio Partners / Baltimore, MD

2005-2009

Led the agency's award-winning interactive creative team in all digital work, from website development to online advertising and social media. Managed a team of interactive designers and copywriters and oversaw freelance production, design and development resources when needed. Partnered with traditional creative director and team to ensure work was conceptual, consistent and integrated. Clients included Visit Baltimore, AugustaWestland, Walden University, Playworld Systems, Air Products and the American Institute of Architects.

Interactive Art Director / Real Branding / San Francisco, CA

2003-2005

Art Director at a top interactive advertising agency and web development firm. Responsible for creating websites and online advertising campaigns for leading national brands. Responsibilities included: art direction, strategy, concept development, new business support, information architecture, usability evaluation and production oversight. Worked closely with account and project management teams to ensure multiple, simultaneous projects remained on schedule and budget. Clients included Lipton, Quicken Loans, Guinness, Captain Morgan, Smirnoff Ice, Ditech, Warner Home Video, New Line Cinema, AOL, Corona.

Select accomplishments:

- Creative lead for Diageo - agency's top revenue generating client. Notable accomplishments include overseeing a team of writers, designers and developers in the development of The Captain's Blog, a \$500k plus initiative and the Captain Morgan brand's first major push into social media.

- Led a major integrated on-premise/interactive project that utilized the internet to invite, register, survey, and coordinate a series of national, private events to promote Smirnoff Ice products (2004). Successful results led directly to similar new business for Guinness and Harp.
- Developed and introduced Real Branding's first standardized creative brief to executive team; subsequently adopted for all creative projects.

Owner and Creative Director / Engineblock Interactive / San Francisco, CA 1998-2005

Principal of interactive design and consulting business. Offered design, usability, information architecture and advertising services. Developed broadband ads, rich media emails, websites, flash movies and entire small business identity systems. Onsite work included four months as interactive creative lead at Foote Cone & Belding. Clients included Lucent, Adobe, Strategic Design Group, Kindmark, Deloitte and Touche, BancBoston, The Neurospine Institute, RespondTV and others.

Manager, Rich Media Design / Excite@Home / Redwood City, CA 1999-2000

Creative lead of rich media advertising department for major search engine/broadband cable ISP. Managed a team of four designers and developers in end-to-end flash ad development; from storyboarding and design to final coding and QA. Responsibilities also included researching and implementing breakthrough ad formats and technologies, creating rich media ad specs for Excite Network and serving as a broadband evangelist internally and with key clients. External clients included Kleenex, Toys R Us, JC Penney, Sharper Image and BMW.

Art Director / THINK New Ideas / New York, NY 1997-1998

Art Director at a progressive interactive advertising agency with numerous Fortune 500 clients. Creative lead for global site redesigns of Logitech.com and Gillete.com. Responsible for creative concept, art direction and production of large scale web sites and interactive ad campaigns as well as creating sales demos for new business development. Clients included Chrysler, IBM, SGI, Heinz, and GTE.

Interactive Media, Designer / Ammirati Puris Lintas / New York, NY 1996-1997

Interactive designer at a premier international ad agency. Key member of team that designed and launched Compaq Computers' first out-of-house website. Responsible for creative concept, design and production of large-scale web sites, interactive ad campaigns and interactive presentations. Clients included such major corporations as Compaq Computers, UPS and General Motors.

education

Parsons School of Design, New York, NY	1995-1996
School of Visual Arts, New York, NY	1994-1995
Connecticut College, New London, CT	BA, 1993

areas of expertise

Creative direction | User experience design | Team building and mentorship | Engagement strategy | Integrated concept development | Brand building | Interaction and interface design | Interactive advertising | Information architecture | Cross-discipline collaboration | Creative technology

noteworthy

Industry recognition including AD:Tech Awards' Best Large Format Banner for Lipton Tea (2005), Planet Out Partners Awards' Best Direct Response Campaign for Quicken Loans (2006), B2B Magazine BEST Awards' for Playworld Systems and ITT (2008), and multiple Best of Show ADDY awards (2009).

Public speaking experience, including conference keynotes, panel participation, and speaking at company events.