



Vic Ritchey

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SUMMARY

A creative UI Visual Designer with a passion for great User Experience and a proven track record of outstanding conceptual and visual design skills. Experienced as a UI Designer as well as Email Marketing Designer I design interfaces ensuring user design principles are applied in order to generate a cohesive user experience and to maintain branding consistency across all product lines. From designing an appealing email campaign, UI and visual design and prototypes, my focus is on keeping client and end user marketing in mind.

EXPERIENCE

VR DESIGNZ, UI DESIGN CONSULTANT — JUN 2008-PRESENT

Freelance UI Web Design, User Experience Design, Email Marketing Design, Visual Design and Prototyping with HTML development for web sites, web applications, landing pages, banner ads and email marketing campaigns for various Fortune 100+ industries.

SOCII MEDIA MARKETING, UI DESIGN CONSULTANT — JUL 2016-PRESENT

SOCii combines creativity and marketing prowess across the entire brand and demand spectrum with state-of-the-art technology to create the most impactful marketing solutions.

- Design UI Solutions to align strategy and creativity with business goals and objectives

SYSTEMS MAINTENANCE SERVICES (SMS), UI DESIGN CONSULTANT — JUN 2013-APR 2014

Systems Maintenance Services (SMS) is a leading global provider of multivendor IT asset lifecycle services for data centers. SMS supports more than 3,000 clients globally with locations across America, Asia and Europe.

- Design UI Solutions to merge different legacy systems into a single enterprise web application that supports the IT maintenance and professional support operations
- Design various application modules for resource and project management that maintains appropriate work force level of qualified and available field engineers and allows project managers to manage all of their projects from a single user interface providing the ability to manage complex logistical projects
- Design IT ticketing web application to create, edit and view helpdesk tickets for assets under local contract to be used throughout Asia
- Help define the user interface for new and existing products and features that support management's efforts to verify and assist in the decision support for project and resource planning
- Develop high level visual mockups and prototypes to effectively communicate interaction and design ideas
- UX/UI design solutions for creative end-to-end solutions through static and prototype design wireframes, visual designs, HTML, CSS and jQuery
- Develop designs into fully functional cross-platform, cross-browser compatible HTML prototypes
- Collaborate with business analysts, product managers, and programmers to develop innovative, user-friendly, best-of-breed products that help drive business goals, brand vision, and customer satisfaction

LINCOLN EDUCATIONAL SERVICES, UI/UX VISUAL DESIGN CONSULTANT — FEB 2011-JAN 2013

Lincoln Educational Services provides career-oriented post-secondary education training in both classroom and online environments with 46 campuses in 17 states.

- Designed online email and web campaigns, landing pages, banner ads and emails through ExactTarget
- Maintained email marketing templates and image library consistent with marketing goals adhering to a user centered design methodology
- Redesigned corporate website, unbranded websites and student default loan website utilizing sitemaps to define logical structure, wireframes detailing user and program flow and a coherent UI design for optimal user experience and quality B2C leads

- Designed UI using HTML, CSS, and jQuery website prototypes with various CSS Grid frameworks and Responsive design techniques
- Tested compatibility and constraints of email and websites on multiple platforms and browsers to ensure functionality and usability
- Supported creative consistent with a superior user experience that tied into offline graphic design materials in order to build online lead generation for marketing with an overall congruent brand look and feel
- Collaborated with multiple department directors, graphic teams and programming staff to deliver multiple projects on schedule

MEDCO HEALTH SERVICES, UX DESIGN CONSULTANT — MAR 2010-SEP 2010

A Pharmacy Benefits Management company which served more than 65 million people and provided pharmacy services for private and public employers.

- UI/UX Design for HTML prototypes of client-facing web applications ensuring usability and consistent end user experience
- Applied user-centered design methodologies to resolve complex business requirements and shared and updated documentation through SharePoint
- Collaborated with business owners, project managers and programming teams to support requirements, analyze business needs and translate into functional web applications

ROCHE PHARMACEUTICALS/GENENTECH, WEB UI DESIGN CONSULTANT — JUN 2008-DEC 2009

A global health-care company. Key pharmaceuticals included Boniva, Tamiflu, and Actemra among many others.

- Designer representing the Boniva brand for Sally Field and affiliated unbranded products that complemented established brand and corporate identities. Recommending creative solutions to brand teams and interfaced with key business owners, collaborating effectively with cross-functional teams
- Developed and maintained email marketing campaigns, newsletters and landing pages to increase compliance and persistency among Boniva patients
- Designed and developed microsite and eCRM email campaign for Boniva Money-Back Guarantee program to generate demand and to reinforce Boniva's efficacy message and confidence with patients and physicians
- Designed and developed unbranded Boniva program websites and emails to motivate diagnosed women to participate in treatment and generate interest in Boniva through viral marketing and monthly emails.

DIGITALGRIT, INTERACTIVE DESIGNER — MAR 2001-JAN 2008

An interactive marketing and technology agency that provided online marketing services.

- Designed and managed client websites, email marketing campaigns through MediPlex, maintained email marketing lists, monthly newsletters, banner ads, landing pages, and flash demos
- Designed and developed HTML Demos and supported and maintained client websites.
- Clients included: ADP, Peoples Education, SchoolNet, Stevens University WebCampus, Dauphin, Digene, HPVTest, Wynn, Citibank, Prudential, PetStyle, DataSynapse, Novo Nordisk, MannKind and Allergan

EDUCATION

Associate of Fine Arts, Visual Arts, County College of Morris, Randolph, NJ
 Website Design and Multimedia Certificate, Sessions Online School of Design, New York NY
 Commercial/Visual Design, Art Institute of Pittsburgh, Pittsburgh, PA

SKILLS

Software: Dreamweaver, Photoshop, Adobe InDesign, Adobe Acrobat Professional, Microsoft Visio, OmniGraffle Professional, JustinMind Prototyper, WebFlow Prototyper, ExactTarget, MediaPlex, Vertical Response

Languages: HTML, CSS, jQuery, jQuery UI

Veteran: U.S. Navy, E-4 YN3 Yeoman