

# Colin Campbell

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## Summary

I am a creative director and designer with more than 10 years experience working in digital media, and a background in traditional graphic design. My deep expertise in creating compelling experiences helps build real value for clients' brands through marketing-focused web sites, news and information portals, and e-commerce applications. I am committed to helping clients discover opportunities to make connections with their customers through innovative solutions that enrich lives.

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## Work history

**LBI Iconnicholson**                      **Associate Creative Director**                      Jan 2007 – Dec 2009

- Key clients include: Coca-Cola, MasterCard Worldwide, McKinsey & Company, and Hartz Mountain Corporation
- Partnering with the creative director and client partner, I developed and guided creative concepts through detailed design and execution, leading teams of writers, visual designers, and information architects. Responsibilities included presenting creative solutions to senior client stakeholders
- Created concept and led user experience team in the creation of an exceptional customer experience for McKinsey's recruiting initiative. The site was among the top ten recruiting websites in a 2008 Wall St. Journal survey
- Led visual design of a pet care site (hartz.com) chosen to represent the agency in the Forrester Wave Report 2009; the report awarded the agency the coveted 'Leader' status
- Co-Creative Lead on a cross-office agency team creating a network of best-in-class web sites for a major international electricity and gas utility

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**Standard & Poor's**                      **Manager, User Experience**                      Sep 2003 – Dec 2006

- Established, managed, and evolved user experience practice and design capabilities in S&P's Investment Services department.
- Built a four-person user experience team over a 12-month period. Created job descriptions and led recruitment efforts and career development processes.
- Led redesign of innovative Web 2.0 equity research portal for financial advisor product group, including overseeing design vendors.
- Redesigned flagship equity research report products across digital and offline channels to successfully strengthen competitive position in the marketplace, leading to millions of dollars in increased revenue.

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**Independent**                      **Creative Director/Designer**                      Apr 2002 – Sep 2003

- Clients include: Liberty Street Partners, Antenna Design, Ingenitech
- Designed user interface for prototype of new in-car touchscreen GPS system, and created brand identities for small businesses

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**Sapient Inc.**                      **Senior User Experience Associate**                      Sep 2000 – Mar 2002

- Key clients include: Credit Suisse Group, Manulife Financial
- Led user interface and visual design for large-scale B2B portal for Credit Suisse.
- Developed concept, design and prototype of a 401(k) enrollment/management site for Manulife Financial, the largest life insurance company in North America. Facilitated client engagement through workshops to define requirements and refine concept.
- Played a key role in customer research practice and made key client presentations

