

Colin Campbell

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Summary

Accomplished creative director and interaction designer with more than 13 years experience in digital design. My expertise in creating compelling experiences helps create substantial value for my clients. I take a strategic approach to design, balancing business objectives with customer needs, creating highly engaging solutions that integrate concept and content into a refined, well-crafted form.

Work history

Self-employed	Creative Director / User Experience Lead	Jan 2010 – Present
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- Provide creative and user experience consulting and design services to digital agencies and software development organizations.
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LBI IconNicholson	Associate Creative Director	Jan 2007 – Dec 2009
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- Key clients include: Coca-Cola, MasterCard Worldwide, McKinsey & Company, and Hartz Mountain Corporation
 - Partnered with the creative director and client partner to develop and guide creative concepts through detailed design and execution, leading teams of writers, visual designers, and information architects. Presented creative solutions to senior client stakeholders
 - Created concept and led creative team in the creation of a dedicated site for McKinsey's recruiting initiative. The site was among the top ten recruiting websites featured in a 2008 Wall St. Journal survey
 - Led visual design of a pet care site (hartz.com) chosen to represent LBI in the Forrester 'Wave' Report 2009; the report awarded the LBI the coveted 'Leader' status
 - Led an inter-office agency creative and user experience 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
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- Established and developed the User Experience practice and design capabilities in S&P's Investment Services department.
 - Built a four-person user experience and design 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 oversight of external user experience consultants
 - Redesigned flagship equity research report products across online and offline channels to successfully strengthen S&P's competitive position in the marketplace
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Independent	Creative Director/Designer	Apr 2002 – Sep 2003
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- Provided brand creation, identity design, and interaction design consulting services to clients including: Liberty Street Partners, Antenna Design, and Ingenitech
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Sapient Inc.	Senior User Experience Associate	Sep 2000 – Mar 2002
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- Key clients include: Credit Suisse Group, Manulife Financial
- Led visual design phase of large-scale B2B portal for Credit Suisse.
- Developed concept, design and prototype of a 401(k) enrollment/management site for Manulife Financial. Facilitated client engagement through workshops to define requirements and refine concept.
- Played a key role in customer research practice and made key client presentations

