

## Experience

### 2011 to Present - Macys.com, Mobile Designer

- Responsible for the conception, design and implementation of monthly mobile initiatives, including mobile home pages, marketing sitelets, branded apps, and mobile enabled website enhancements.
- Depended upon to provide research and insights into emerging technologies and on state-of-the-art devices.
- Contributed materially to over \$1B in retail sales during 2011.

### 2001 to 2011 - Freelance, Art Director/Designer

- Assisted top-tier agencies and clients on full website builds & updates, animated banner campaigns, mobile applications, and print design.
- Developed the user experience & interface on several mobile applications for top pharmaceutical companies.
- Client List included (but not limited to): AOL, DKNY, Edelman, Hearst, Marlo Thomas, NBC Universal, Novo Nordisk, Ogilvy Interactive, SanovaWorks, SciMed NY

### 2007 to 2010 - Everyday Health, Inc., Art Director

- Managed a robust portfolio of products with a staff of two full-time designers and two freelancers.
- Led design on new products and ecommerce services introduced on a regular basis.
- Created the company's Design Department, lobbying for commensurate title increases and specified job descriptions, resulting in increased involvement of department staff as resources identifiable to the corporation.
- Created a banner that resulted in \$180,000 of revenue over 24 hours, given an hour to deliver advertising for a prime slot on MSNBC.com.
- Client List included (but not limited to): DailyGlow.com, Denise Austin, Jillian Michaels, Rocco DiSpirito, Sarah Ferguson, South Beach Diet, What to Expect

### 2006 to 2007 - Cliff Freeman & Partners, Design Director

- Managed a rotating team of full-time designers and freelancers at an award-winning agency.
- Contributed substantially to new business pitches, resulting in two new business wins (Baskin-Robbins, Bonefish Grill).
- Rebranded the agency, including logo, website and all communication materials.
- Client List included (but not limited to): Cadbury Schweppes (Snapple), Dunkin' Brands (Baskin-Robbins), LG, Shoney's, Prince Sports, OSI Restaurants (Bonefish Grill)

## Graduated

### 1994 - Bachelor of Fine Arts (Visual Arts), Mason Gross School of the Arts, Rutgers University

- Concentrations in Video Art, Sculpture & African-American Studies

## Skills

### Varied Software Knowledge - currently developing for both iOS and Android Environments

- Photoshop, Illustrator, InDesign, Flash, Dreamweaver, OmniGraffle, Microsoft Office, Axure Pro, Android SDK

### Further Capabilities

- HTML, CSS3, UI/UX Design

## Client List

AOL  
Ad Council  
AT&T  
BP Amoco  
Citibank  
Cliff Freeman & Partners  
Community Works NYC  
Donna Karan  
Edelman  
Everyday Health Inc.  
Hearst  
Jim Beam  
JWT  
Marlo Thomas  
M&M/Mars  
NBC Universal  
NYCEDC  
Ogilvy Interactive  
Purdue Pharma  
SanovaWorks  
SciMed NY  
Thumbplay  
Waterfront Media  
YouthAIDS

## Contact

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## Portfolio

<http://thomasmisner.com>

