

nina dinoff creative direction. design. ux.

EXPERIENCE

Creative Director, Art Director, and Interaction Design Consultant.

Freelance New York, NY March 2010 - Present

Conceptualize, design and present Web site interfaces and 360 advertising campaigns for clients including Liquidnet, Motorola, Samsung, Celebrity Cruises, Johnson and Johnson and HSBC at agencies such as AKQA, JWT, and The Barbarian Group.

Design Director.

Adjacent To One New York, NY January 2014 - November 2014

As a member of the senior leadership team, I developed workshops for concepting with clients and established design best practices. I recruited, managed and mentored a team of up to 10 designers, handled client relationships, ensured the quality of a very complex suite of products and oversaw the corporate brand for the agency itself. I also led the effort to develop a proprietary product to teach financial literacy to children.

Design Director.

Liquidnet New York, NY April 2011 - Present

Led the design effort on web-based and mobile applications for trading privately owned stocks and other products. Worked with the business team to develop workflow for a product that will be a leading contender in this new field. Conceptualized and designed visual comps, business presentations, wireframes and user flows. Guided a team of developers and business analysts on best practices for interaction and visual design. Ensured quality of implementation of design and functionality of product. Provided overall guidance to company in all other areas on visual design and branding.

Creative Lead. Visual Design and Interaction Design Consultant.

Museum of the Moving Image/The Mellon Foundation New York, NY March 2008 - March 2010

Led all creative for CollectionSpace, an open-source, web-based software application for the description, management, and dissemination of museum collections information. Conducted user research and stakeholder interviews, planned user flows and large information systems, and designed look and feel. Coordinated with development teams working abroad to implement designs.

Design Consultant.

TD Ameritrade Jersey City, NJ February 2007 - March 2008

Led the design on all Institutional web-based applications and marketing materials. Worked closely with Interaction Designers to refine user experience.

Associate Creative Director.

Deutsch New York, NY March 2006 - January 2007

Directed creative development of all online media and interactive presence for Tylenol, Imodium, and Motrin brands. Projects included: Tylenol metal scare defense media, Motrin site redesign, Imodium site redesign, and Values for Health site design and development. Managed a team of art directors, copywriters, and interaction designers.

Associate Creative Director.

Digitas New York, NY September 2005 - March 2006

Led all phases of development for product driven web pages and interactive media for American Express, supervised and directed interaction designer, copywriter and art director on project level, led interaction of creative group with clients, and generally oversaw all creative deliverables to client. Directly managed a group of four that included interaction designers, copywriters and art directors.

Associate Creative Director.

Organic New York, NY July 2004 - September 2005

Conceptualized, designed, and art directed high-level user interfaces for web-based media. Supervised designers in creation of original designs and maintenance existing design standards. Oversaw delivery of all creative deliverables to client and managed creative team client relationship.

Art Director.

Frog Design New York, NY April 2003 - July 2004

Senior Designer.

Plumb Design New York, NY December 1998-July 2001

Designer.

R/GA New York, NY September 1997-December 1998

Designer.

Avalanche New York, NY December 1995-September 1997

EDUCATION

School of Visual Arts

Impact: Design for Social Change
2012

Courses in Typography, Graphic Design
and Animation
1994-1997

Vassar College

B.A. in Art History and Film
1991

CONTACT

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