

Frank whitelock
310-384-3779

A Senior Designer with over ten years of design experience in new media, specializing in developing user interface, design architecture and standards. Proven skills in managing a design team, while meeting strict deadlines within rigid business plan guidelines. Strengths in locating, defining and solving UI and design issues. Dedicated team player known for being accurate, responsible and ready to take on new challenges.

Art College of Design, Pasadena, California
BFA, Graphic Design/Packaging

Microsoft Internship Interface Design Group
Designed interface and icons for new, upgrades and prototypes of various Microsoft programs.

Professional Experience

Downey Savings On-line banking section **2004-2007**

Senior Designer

- Redesigned and created Downey Savings bank's website.
- Worked on created a web standard for downeysavings.com web.
- Developed the design of new sections to website.
- Working with the Marketing Dept to create on-line adverts and marketing based section with in the site.
- Created prototypes of new sections and new features and functions for the website.

Octave Software Wed-based business software **2001-2003**

User Interface Designer

- Developed and implemented the User Interface for a content management application.

Zeborg Wed-based business software **2001**

User Interface Designer

- Redesigned the masthead and interface.
- Developed the UI standard that simplified the navigation and was easily implemented with all the Zeborgs's applications.
- Analyzed and gave recommendations for the Architectural Navigation for developing applications.
- Created prototype designs for developing software projects.

eToys On-line toy store **1998-2001**

Senior Designer

- Collaborated and implemented the look and feel of the site from its inception to the present. eToys was highly regarded for its ease to use and interface design. In 2000 the site was nominated for a Webby.
- Co-lead and directed the development, design, introduction and launch of the New Media section.
- Supervised a team of designers by approving projects, managing deadlines and giving design direction.
- Redesigned the Checkout process that significantly reduced the customer dropout rate.
- Designed and developed the entire software store.
- Developed the first cross-store promotions within eToys, which later was the model used throughout the site.

Digital Planet Design Studio 1997

Freelance Designer

- Generated the design for a custom kids web site for the US. Post Office.
- Designed and illustrated shockwave games for children to make stamps fun and educational.
- Created DVD interfaces for various large film studios.

GeoCities Web-based community 1996-1997

Freelance Designer

- Developed custom Levis web pages that were used in as a promotion for Levis jeans.
- Designed Geocities' on-line and print marketing campaign.

Commotions/ Launch Music cd-rom-zine 1995-1996

Freelance Designer

- Created the initial interface for LAUNCH issues 1-2 as one of the original designers.
- Designed interfaces for issues 3-15 of LAUNCH the CD-ROM-zine.

BBDO West Advertising Agency– Apple TV campaign 1995

Freelance Designer

- Produced animations for the winter Apple Computer TV campaign. These ads were produced for the US and international markets.

Philips Media 1993-1995

Art Director/ Designer

- Managed and art directed the packaging and printed material for all CD-ROMs produced by Philips Media.
- Developed the look, feel and functions of Digital Video, which are now used in all movie DVDs.
- Worked on the design and production of various children's CD-ROMs.
- Promoted from Designer for exceptional management and design skills

References available on request