

EXPERIENCE

February 2001 – Present
Freelance Designer

Acme Made, Portland, OR

- Designed Web site for computer and peripheral protection product company (www.acmemade.com)
- Designed printed catalog and various other print collateral

Bespoke Cycles, San Francisco, CA

- Designed and developed Web site for bicycle shop (www.bespokecyclesf.com)

PowerReviews, San Francisco, CA

- Designed corporate Web site for customer reviews and rating service company
- Designed brochures and other print collateral

Dude Girl, Truckee, CA

- Designed online store and several pages on main site (www.dudegirl.com)

Tango Marketing, Edmonds, WA

- Designed Web sites for several clients including www.isgltd.com, www.thefitzgroup.com

Hot Studio, San Francisco, CA

- Designed various Web site pages for Cisco.com

Robbins Consulting, San Rafael, CA

- Designed Web site for information system consulting company (www.robbyns-consulting.com)

Rory Phoenix Creative, San Anselmo, CA

- Designed and developed Web site for artist (www.roryphoenixcreative.com and www.roryphoenixfineart.com)

Sorcher Films, Mill Valley, CA

- Designed Web site for independent film company (www.sorcherfilms.com)

Noe Valley Salon, San Francisco, CA

- Designed and developed Web site for hair and skincare salon (www.noevalleysalon.com)

City Cycle, San Francisco, CA

- Designed Web site for bicycle shop (www.citycycle.com)

Julnar Rizk, San Francisco, CA

- Designed Web site for life coaching/consulting business (www.julnarrizk.com)

Lindsey Boultt, San Francisco, CA

- Designed Web site for musician/instructor (www.lindseyboultt.com)
- Designed CD and other print materials

Digital Hive, San Francisco, CA

- Designed various Web sites including Q&A Research, WholeSoy Co. (www.wholesoyco.com), and SPINS (www.spins.com)

Clif Bar, Inc., Berkeley, CA

- Designed various print and interactive materials including a media guide for the Luna Women's Mountain Bike Team, Web site for Mojo Bar, product brochures, and direct mail pieces

EXPERIENCE

October 1993 – January 2001

Sapient Corporation, San Francisco, CA (formerly **Studio Archetype**, formerly **Clement Mok designs**)
Designer – Senior Designer – Design Director

Sapient Corporation: In October of 1998 Studio Archetype merged with Sapient Corporation (a publicly-owned business and technology consultancy founded in 1991). Together, we provided Internet strategy consulting and end-to-end solutions supporting both established and startup companies.

Design Director

- Designed and created comprehensive look and feel
- Managed and assigned work to design team (except on HallmarkFlowers.com)
- Created and delivered client presentations
- Interacted directly with client on visual design

Web sites included:

Walmart.com Photo Center, an online photo site for sharing photos and ordering prints and gifts
Chevron Environmental Remediation Extranet, a collaborative site facilitating communication among those involved in the environmental remediation process
AllBusiness.com, a portal for small business people providing tools, services and information
HallmarkFlowers.com, a site offering fresh flowers from growers around the world

Studio Archetype: In the spring of 1996, Clement Mok designs became Studio Archetype. Our interactive work focused on designing and building Web sites and Web-based applications. In the fall of 1996, Studio Archetype opened an office in New York with IBM as its primary client. I worked in that office for four months in the fall of 1997 and again for three months beginning in the winter of 1998.

Senior Designer

- Integrated results of extensive user research and analysis into graphic design (E*TRADE, Janus)
- Prepared prototype for user testing and assisted in analysis of results (IBM Research)
- Worked as part of team of designers (E*TRADE, PeopleSoft)
- Worked as sole designer, doing both visual design and information architecture (Janus, IBM Research)
- Interacted directly with client on visual design and information architecture (Janus, IBM Research)

Web sites included:

E*Trade.com, an online brokerage site with a variety of resources and services for investors
PeopleSoft.com, a software and services corporate site
Janus.com, an online trading and information site for a Colorado-based mutual fund company
IBM Research, a site providing information about projects at IBM's worldwide research labs

Clement Mok designs: Founded in 1988, our 20+ person firm did work that included both print and new media design services. After doing several freelance projects for Clement Mok designs, I was hired as the first fulltime, permanent New Media Designer in October of 1993.

Designer

- Built presentations and prototypes using Macromedia Director (Herman Miller, Aldus, Levi's)
- Supervised work of freelance designers (Aldus)
- Created 2-D and 3-D animations (Herman Miller, Aldus, Levi's)
- Created and edited sound effects (Herman Miller, Levi's)

Interactive projects included:

Herman Miller interactive electronic concept presentation for the Aeron chair
Aldus self-running floppy demos for Persuasion, PhotoStyler and FreeHand
Wells Fargo Bank ATM interface for 8-bit color touch screens
Levi's touch screen kiosk for sales clerks and customers providing access to Levi's entire product line

Paula Meiselman

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EXPERIENCE

May 1991 - October 1993

Freelance Interactive Multimedia Designer and Animator

- Designed graphics for presentations, CD-ROMs, and videos
- Built presentations in Macromedia Director
- Built 3-D models
- Created 2-D and 3-D animations

Clients included:

Apple Computer

Arborescence

Aurora Media

Clement Mok designs

Fathom Pictures

Ikonic Interactive Multimedia

Image Smith

J. Brown & Associates

Jack Morton Productions

Magnum Design

Maus Haus

Medior

Ono Stuff

Printz Electronic Design

EDUCATION

Bachelor of Arts: May 1988

University of Vermont, Burlington, VT