

Trained in human factors in Industrial Design and Psychology from RIT with an education in the humanities in International Political Economy from Fordham University, Liam focuses on considering the human psychological and user experience to develop interactive products. Liam has logged in over 14 years of creative, consulting and management experience in industrial design, interactive advertising, Metaverse content development for Fortune 500 Companies, and proprietary software development as an Entrepreneur.

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## PROFESSIONAL EXPERIENCE

Results-oriented creative professional with extensive experience designing, developing and executing interactive products that impact the visibility, profitability and performance of diverse organizations. Specialize in planning and implementing innovative solutions to launch new products, increase market share and raise revenue. Consistently deliver measurable contributions that enhance productivity and client satisfaction. Excel at managing multi-organizational teams and recognized as an enthusiastic team leader/member who provides superior performance under tight deadlines. Areas of expertise include:

*Social Media Platforms • User Experience (UX) • Creative Needs Analysis • Idea Generation • 2D/3D Creative Design • Operational Effectiveness • Start up Environment • International Projects • Work flow Management • Process Re-Engineering • Team Building & Leadership • Cross-Functional Team Management*

**SKILLS & KNOWLEDGE:** Photoshop • Illustrator • Dreamweaver • HTML / CSS / SASS • Microsoft Office Suite • Keynote / Pages / Numbers

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## CONTRACT CONSULTANT • 2009 - Present

**Sr. UX Architect for Nickelfish** - 2010 [www.nfidm.com](http://www.nfidm.com) - Created user-flows, information hierarchies, information design, user interfaces, wireframes for a variety of software and webware for Nickelfish's client Mediabrands. Projects include: Planet Initiative, My Curiosity Central and Dashboard for Universal McCann, ProSuite™ and Structure™ for Reprise Media. *Other professional services include HTML/CSS development for production.*

**Memorial Designer Architect/Consultant for Montford Point Marines Association** - 2009 to present [www.mpmamemorial.com](http://www.mpmamemorial.com) - Provided project, business and audience ("Persona") analysis. Developed a custom design and delivery strategy based on requirements & restrictions. Developed communication and distribution protocols. Identified key symbols and story-line with executive committee. Developed several designs of the memorial. Scheduled to complete presentation packet for investors.

**UX Architect & Interim CTO for OptiBank** - 2010 - Providing advisory & professional UX / Information Architecture services as an equity member of OptiBank's webware.

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## BEEING, LLC • Greenwich, Connecticut • 2007-2010 [www.beeing.com](http://www.beeing.com)

Startup software development company producing a product for the social media sector.

## Principal / UX Architect / Product Designer

Created for investors a social platform - 'Advertainment' - providing users and brands a real time trans-domain collaborative environment for sharing content, in addition to providing an innovative way for sites

to manage their content as it is shared across the web. Led all aspects of product development and beta release by coordinating three development partners in scheduling, quality assurance, and budgeting.

- Directed the product development life cycle for software utilizing XMPP, erlang, ejabberd, PostgreSQL, Ruby on Rails, Sinatra, Javascript, Flash AS, HAML, AJAX, .html, .css, .sass, .erb.
- As an equity founding member supported company's organization, product development, and daily operations. Researched marketplace to determine needs and trends. Assisted with writing business plan and presenting to potential investors.

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**V3 GROUP, LLC** • Greenwich, Connecticut • 2006-2008 [www.thev3group.com](http://www.thev3group.com)

Design and development company specializing in 3D virtual environments and event production in Second Life platform. **Clients:** Picture Production Company {300, Die Hard 4, Transformers Iron Man}, Allstate Insurance, Steelcase, SAP, SUN Microsystems and Australian Information Industry Association.

### **Principal / Creative Director / UX Architect**

Directed all aspects of user experience, product and event design for key clients, providing strategies and concept development that ensured successful project completion. Subject-matter expert on new media and social media, advising clients on applications, marketing goals and project scope. Provided 3D design and development services, created metaverse environments and events, and supervised on-going technology maintenance. Constantly reviewed new technology developments for possible uses. Supervised 3 direct reports and as many as 12 subcontracted designers and coders per project in multiple time zones.

- Led the production of 3D environments for the films **300, Die Hard 4, Transformers and Iron Man**, in addition to provided technical support for global press events with actors and other movie personnel.
- Saved thousands of dollars in transportation costs for our client **Steelcase** by replicating its new product line in 3D for a trade show launch. Architects and Designers were able to interact with the 3D replications, which fueled customer interest and sales.
- Produced a 3D interactive environment as an educational tool for client **Allstate** to demonstrate its processing of funds between departments for an expo.
- Produced and spearheaded development of the Second Life International Technology Expo, a 3-day event with more than 60 vendors, 17 sponsors, enterprise key speaker, and 8 panel conferences to facilitate understanding of emerging SL technologies.

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**INDEPENDENT CONTRACTOR** • New York, NY; Greenwich, CT; Rome, IT • 2002-present

### **Freelance Interactive Designer / Consultant**

Provided design, development, and consulting services to domestic and international clients to maximize their use of various web, intranet and integrated media. Partnered with clients to analyze requirements, provide low-cast utilization strategies and manage projects. Developed information architecture, UX, graphic and interface design. Coordinated back-end teams and ensured optimal on-going operations.

- Information Architect, and User Interface and Graphic Designer for the United Nations OPPBA Secretariat Intranet.
- Selected consultant and designer for a Vatican Foundation Centesimus Annus Pro Pontifice, successfully developing web-based business solutions, process flows and corporate communications deliverables. Recognized by its leadership for success, by personally presented to Pope John Paul II.

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**DRAFTFCB** • New York, New York • 2000 - 2002

*Division of Interpublic Group focusing on developing integrated marketing communications for clients worldwide.*

**Senior Art Director – Interactive**

Planned and led design projects for clients in various industries, providing thought leadership in creative ideas, interpreting client objectives and problem resolution. Directed work flow and managed the design process. Worked with cross-functional group of project managers, HTML team, marketing staff and designers to ensure each project met design goals. Monitored schedules to maintain on-time completion. Presented design concepts and solutions to clients as needed.

- Selected to manage company's first prospective client (MetLife), initiating interactive products and providing personalized service that secured the \$4 million account.
- Quickly promoted from Art Director in 6 months of employment by retaining and growing key clients. Continued as Sr. Art Director on the following accounts: Samsung, AT&T, Compaq, USPS, others.

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**EDUCATION**

**Interdisciplinary Master of Arts in International Studies - Sociology/Economics**

Fordham University • Bronx, New York

**Bachelor of Fine Arts in Industrial Design & AA Illustration, Concentration in Psychology**

Rochester Institute of Technology • Rochester, New York

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**PREVIOUS EMPLOYMENT**

- Publics Modem - Interactive Designer
- DMCD - Graphic Designer
- Strategic Design - Industrial Designer
- Libby McDonald & Shear Design - Jr. Industrial Designer
- KEK Associates - Jr. Industrial Designer

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**SPEAKING ENGAGEMENTS & INTERVIEWS**

**MIT Media Labs** - Subject: "Social Engagement & Advertising in Virtual Worlds"

**Allstate Insurance Executive Education Event** - Presented 45 minute education session on the risks and benefits of Virtual Worlds.

**Interviews & Quoted:** New York Times, Reuters, Wired, BBC, Smart Company

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## REFERENCES

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### SUPERVISORS

**Bob Nalewajek** – Supervisor / Investor / Client / National President of CAPP USA & a Board of Director Vatican Foundation – c 917.940.2892 / h 203.661.8169 - [nalew@verizon.net](mailto:nalew@verizon.net)

**Marcel Legrand** – Board Member of Beeing / Investor / Previous SVP of Product Strategy at Monster.com – c 917.838.9879 / w 212.847.7234 - [mlegrand@blackfincapital.com](mailto:mlegrand@blackfincapital.com)

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### CLIENTS

**Craig Cmehil - SAP** - Sr. Product Specialist & Community Evangelist - Germany +49 160 90 43 24 56 - [craig.cmehil@sap.com](mailto:craig.cmehil@sap.com)

**Patty Lewis - Allstate Insurance** - New Media & Innovations Director - c 773.398.2646 - [plew9@allstate.com](mailto:plew9@allstate.com)

**Houston Shinal - Montford Point Marines Association** - Monument Director for - c 850. 499.6727 - [htshinal@yahoo.com](mailto:htshinal@yahoo.com)

**Dan Light - Picture Production Company** - Interactive Marketing Director - London c 442.07.292.8330 - [daniellight@gmail.com](mailto:daniellight@gmail.com)

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### EMPLOYEE

**Ted Mikulski** - Employee at V3 Group- c 860-280-5622 - [tracer@tesla.com](mailto:tracer@tesla.com)

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### PERSONAL

**Aaron Denu** - Character Reference / Communications Director at GWU & PhD Student / College Friend - c 202.215.4674 - [aaron.denu@gmail.com](mailto:aaron.denu@gmail.com)

**Ken Ayers** -Family Friend / Accountant - w 203.216.5381 - [ayersassociates@sbcglobal.net](mailto:ayersassociates@sbcglobal.net)

**Thor Christensen** - Character Reference / Private Pilot / Friend for 16 years - c 203.496.2492 - [thorchristensen@gmail.com](mailto:thorchristensen@gmail.com)