



W. GENE POWELL

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EMPHASIS

Specializing in user-centric web design strategy, architecture, visual branding, project and client relationship management – I am adept at translating marketing and business requirements into online brand experiences that reward users and provide proven measurable returns on investment.

EXPERIENCE

DIRECTOR, NEW MEDIA JUNE 2005 – PRESENT

LESNIEWICZ NEW MEDIA, PERRYSBURG, OHIO, WWW.LESNIEWICZ.COM

Lead all phases of web, interactive, motion graphics, television and video projects. Special focus on phased delivery of web projects from strategy through architecture, UI design/visual branding, front-end/back-end development and delivery of completed components using agile project management methods. I supervise all client-facing communications including strategic proposals, cost schedules, invoices, and day-to-day project status reports. I also manage all vendor relationships for just-in-time delivery of digital assets. Clients include OneCommand, Volkswagen, Dana Corporation, TRANE, Bosch, Automotive News and ESYNC.

DESIGN DIRECTOR AUGUST 1999 – JUNE 2005

HANSON INC., TOLEDO, OHIO, WWW.HANSONINC.COM

Oversight of 8 person creative staff for 40+ person interactive agency and hosting firm. When not engaged in design direction, scheduling, estimating, developing new business, and conflict resolution, I had the pleasure of managing a world-class team of designers, programmers, sound and video producers. Hanson creates interactive products for Fortune 1000 companies, foreign and domestic, including Delta Faucet, Owens Corning, Wix Filters, Merillat, Best Buy and Jotun Paints (of Norway).

SENIOR DESIGNER/ART DIRECTOR JANUARY 1993 – AUGUST 1999

LESNIEWICZ ASSOCIATES, TOLEDO, OHIO

Engaged in all phases of graphic design including planning/layout, photo direction, production, budgeting, and photo retouching for Fortune 1000 accounts.

EDUCATION

BFA/ Graphic Design
Bowling Green State University
Bowling Green, Ohio

DISCIPLINES

Online brand strategy	Account management
Web design and development	Vendor management
Architecture/user pathing	Video/Audio design and production
Project management	Online marketing/e-Communications/Social Media

REFERENCES/PORTFOLIO

Available upon request