

SUMMARY

Obie Daid's is a leader, experience and design strategist and user experience practitioner. Over the past 20 years he has had the opportunity to produce, manage and inspire solutions that have cut across digital channels, devices and industries delivering winning results. This has involved Obie working side-by-side with resident and vendor design and research teams to develop solutions. What's made those solutions stick is his willingness to collaborate outside of his team to ensure branding, marketing, and product leaders goals and KPIs inform good design and functionality. Obie has lead the creation of digital products that has transformed experiences for B2B, B2C, B2E customers within financial services, retail, healthcare, industrial, utility, arts, entertainment, electronics, and software industries.

PROFESSIONAL EXPERIENCE

2013-present

Senior Director, Creative & UX

Accenture Interactive

- ▶ Leader for digital design and user experience offering
- ▶ Recruit, hire, manage, and grow a cross-disciplinary team of designers and content authors
- ▶ Manage the conceptual development of animated reels and instruction videos to support adoption
- ▶ Develop proof-of-concepts and case studies to drive business development opportunities
- ▶ Established foundational web content strategy to reveal clients' true value proposition to their customers
- ▶ Establish and maintain responsive UI design systems for clients
- ▶ Translate business goals into user needs and establish KPIs by partnering with customers, designers, and stakeholders
- ▶ Lead user experience updates and improvements in collaboration with product management and development teams
- ▶ Develop creative strategies to support customer digital adoption across multiple digital channels
- ▶ Facilitate discovery sessions with stakeholders
- ▶ Oversee content audits to analyze clients' current-state user experience to design future-state UI, messaging and content roadmaps
- ▶ Develop an agile and user-centered design workflow process to set initial delivery expectation and to mature client operations for digital content

2005-2013

Director, Design & UX

Prudential Financial - Newark, NJ

- ▶ Key contributor in reshaping Prudential's award winning online experience for B2B, B2C and B2E customers
- ▶ Accountable for establishing and maintaining enterprise-wide UX/UI ecosystem to be leveraged across the organization
- ▶ Drive the development, organization and communication of design principles, guidelines, patterns, and standards
- ▶ Partnered with product, law, corporate, technology and security groups to assist in the design of mobile web applications, ecommerce experiences, and financial professional portals
- ▶ Recruit, hire, lead, manage, and grow a cross-disciplinary team while utilizing complimentary external vendors
- ▶ Oversee direction for user flows, wireframes, low and high fidelity prototype, user interface design and specifications, and storytelling methods
- ▶ Established ad-hoc and focus group UX research services internally and externally to enhance design solutions
- ▶ Promote a culture of collaboration to build team morale, inspire innovation, raise quality and develop constructive feedback
- ▶ Collaborate with digital marketing, usability and analysis teams to continuously adjust gain qualitative and quantitative insights into successes and areas of improvement

- ▶ Worked with product management to help develop a more predictable UX cost structure based on processes and product solutions
- ▶ Attend industry events to keep abreast of technology advancements, trends and latest design conventions

2002-2005

Manager, Web & Graphic Design

ProcureStaff - New York, NY

- ▶ Established brand look, feel and messaging by assessing business strategies and software solution
- ▶ Extend visual identity into UI design of an enterprise resource planning (ERP) software solution
- ▶ Redesigned marketing materials, websites, and sales presentations to encompass new brand identity
- ▶ Develop corporate identity guidelines to shape the perceptions and usage of marketing materials.
- ▶ Responsible for the scheduling, production, implementation and maintenance of marketing materials, sales presentation and website
- ▶ Collaborate with VP of sales and marketing, sale managers and copywriters to support annual marketing strategies with product enhancements and materials

2001-2002

Creative Director

ODDMEDIA - Nutley, NJ

- ▶ Consulted for world-renown and small design agencies and IT solution providers to deliver print, UI, and interactive media solutions for ADP, Sony, BOC, Linde Gases, and AOL.
- ▶ Responsible for developing proposals, timelines, and sustaining budgets
- ▶ Collaborated with agency's financial and project management team to understand budget and scope of project deliverables
- ▶ Delivered award winning online advertisements, interactive content for CDs, direct mail, email marketing templates, landing pages, brochures, promotions and magazine ads

2000-2001

Senior, Web Designer

Etensity - New York, NY

- ▶ Work with information architects, creative director and art directors to understand creative strategy, unique challenges and articulate viable design and interaction solutions
- ▶ Design and developed site UI, flash experiences and brand identity solutions
- ▶ Walkthrough design recommendations with clients, listen to feedback and iterate
- ▶ Lead and collaborated with junior designers to help further each other's work
- ▶ Contributed to team building exercises to help keep creative inspiration thriving
- ▶ Collaborated with front-end developers to ensure UI designs specifications translated well to prototypes

1998-2000

Lead, Graphic & Web Designer

Tritech Marketing - Rutherford, NJ

- ▶ Created marketing materials such as brochures, direct mailers, stationary systems, magazine ads, whitepapers, and tradeshow booth designs
- ▶ Worked with the lead copywriter to understand story and create design solutions for campaigns
- ▶ Created 2D & 3D prototypes of tradeshow booths to plan and simulate booth experience prior to production
- ▶ Directed facility and product photoshoots

1995-1998

Graphic, Web, & Multimedia Designer

McLaughlin & Morgan - Philadelphia, PA

- ▶ Worked with Senior Art Director and technical copywriters to design marketing materials, brochures, corporate and product website, and develop multimedia presentation CDs.
- ▶ Worked with printers in reviewing proofs, inks, stock and color registration to ensure print success.
- ▶ Created 3D artwork and animations to help industrial engineering clients demonstrate product value
- ▶ Directed facility and product photo-shoots

EDUCATION

2008 – present

[Academy of Art University](#)

San Francisco, CA

Major: Fine Arts (Web Design & New Media)

1993 - 1995

[Art Institute of Philadelphia](#)

Philadelphia, PA

Associate: Advertising & Graphic Design

1990 - 1992

[University of Toledo](#)

Toledo, OH

Major: Fine Arts

CERTIFICATES

- ▶ User Experience – Nielsen Norman Group
- ▶ HTML5
- ▶ Responsive Design & Development
- ▶ AMA – Communicating Up Down & Across the Organization, Managing People Successfully and Negotiating to Win
- ▶ Flash Professional ActionScript 3 Training
- ▶ Flex Rich Client Application Development

AWARDS

- ▶ 2012 Best in Class (Gold) - Bank/Finance - Horizon Interactive Awards
- ▶ 2012 Best in Class (Silver) - Business to Business / Corporate - Horizon Interactive Awards
- ▶ 2012 Best in Class (Silver) - Consumer Information - Horizon Interactive Awards
- ▶ 2012 - Interactive Media Awards: Best in Class - Insurance
- ▶ 2012 - Webby Awards: Honoree: Financial Services/Banking
- ▶ 2002 - New Jersey Business Marketing Association Award: Best in Interactive Media
- ▶ 2001 - Addy Award of Excellence
- ▶ 2000 - Business Marketing Association award
- ▶ 2000 - International ECCO award of excellence
- ▶ 1995 - Award of Distinguished Work - Art Institute of Philadelphia

PORTFOLIO: www.obiedaids.com