

HIGHLIGHTS

Executive Producer for the launch of Barnes & Noble's first online retail business in May '97. Hired by the CTO and co-founder of \$100 million eCommerce incubator to direct Production & Creative at Online Retail Partners. Worked directly with the CEOs and Presidents of each .com to strategize, brand and build their multi-million dollar web channels.

EXPERIENCE

ACCORDIA [FORMERLY ONLINE RETAIL PARTNERS] :: July 99 to present
Director, Production & Creative Services

Clients include: \$1 billion national sporting goods retailer DicksSportingGoods.com with over 40,000 SKUs, \$280 million cosmetics business ULTA.com and \$250 million smart toy retailer ZanyBrainy.com

- ❑ Responsible for all client discovery, design, production, merchandising, workflow and process
- ❑ Determine feature scope, navigation and value added content through in-depth company research, competitive analysis and focus group studies
- ❑ Work with major manufacturers to create interactive demonstrations of products, resulting in increased sales and lower returns
- ❑ Collaborate with Marketing and Direct Marketing teams in engaging outside design, advertising and PR agencies to create marketing programs ensuring higher conversion rates, longer user sessions and greater click-throughs
- ❑ Initiate dialogue and work with innovative toy manufacturers (Lego, Learning Curve, K*NEX and Brio) to design and architect over 72 branded destinations and four super brand areas
- ❑ Vision for Auto-Merchandising Tool allowing retailers to effortlessly merchandise 40,000+ SKU sites and dynamically build virtual "end caps"
- ❑ Interview and lead staffing of over 40 jobs in the production & creative departments for the three client .coms and our own company, simultaneously
- ❑ Contribute to the development of departmental budget and P & L
- ❑ Develop strategic plan to ensure site delivery is timely and to specification

BARNESANDNOBLE.COM :: November 96 to June 99

Manager, Production & Creative Services

Relationships included: Oprah, AOL, IAB, All Music Guide, Microsoft, The New York Times Book Review, Real Audio, Organic Design and Doyle Partners

- ❑ Created working requirements specifications, set business rules for front-end templates and content management tools and contributed to the architecture of the bn.com site
- ❑ Worked closely with technical teams to implement ASP code, integrate All Music Guide content and SQL databases for the creation of dynamically generated bn.com Music site
- ❑ Managed every redesign at bn.com: guided internal designers, production leads and freelancers in a coordinated effort with outside design agencies such as Organic Design, Interactive Bureau and Tom Kluepfel/Doyle Partners
- ❑ Provided production support for all marketing initiatives
- ❑ Responsible for managing editorial-production relationship and generating every new area of the site including: Books, Music, Magazines, Software, In the News, Books in Review (NYTimes Bestsellers), etc...
- ❑ Coded the bn.com demo site and managed the build of both the original bn.com launch site and the more involved bn.com AOL Rainman site

Racine Romaguera

FREELANCE GRAPHIC DESIGN AND PRODUCTION :: 93 to present

Full portfolio on www.racinegraphics.com; designed and coded all pages on this site and other related sites

Clients Included: InRecordTime.com, Bikini.com, New York Kayak Co, Agency.com, Casino Air Solutions, Wunderman Cato Johnson, ATT

- ❑ Designed, developed and constructed logos, websites, CD/cassette packaging and print advertising for numerous businesses and musical groups
- ❑ Illustrated, laid out and formatted printable versions of audio media pre-press templates and product schematics
- ❑ Worked closely with print houses for 2 color, 4 color and direct-to-plate printing
- ❑ Coded and illustrated online corporate annual reports
- ❑ Worked with copywriter and audio visual director to create product video demonstration and ad campaign
- ❑ Converted color palette and images from Macintosh to IBM platform for ATT website

ZZZ CARPENTRY :: February 92 - November 96

High-End Manhattan Residential Renovations

Project Manager/Head Carpenter

Clients included: Meryl Streep, Ashford and Simpson, Ryuichi Sakamoto, U2's Bono, William Wegman, Sidnam/Petrone & Deborah Berke

Architects included: Sidnam/Petrone Architects, Deborah Berke Architect

- ❑ Responsible for translating architect's and designer's vision of projects, managing customer's expectations and assuring sub-contractor's completion of work
- ❑ Total knowledge of intricate architectural project plans and mechanical drawings
- ❑ Determined quantities of materials to be purchased based on floor plans and elevations. Handled all the details for placed orders for premium materials from specialized building manufacturers. Planned and met timely delivery with efficient damage control
- ❑ Tracked change requests with architects and contractors without incurring unusual time additions
- ❑ Resolved disputes and conflicts
- ❑ Planned detailed daily work schedules for each crew member to meet aggressive deadlines
- ❑ Supervised and directed crew. Determined quality guidelines and ensured achievement
- ❑ Monitored hours worked for payroll
- ❑ Daily site inspection for safety practices and accomplishments
- ❑ Assured NYC code adherence site wide

EDUCATION

School of Visual Arts

Continuing study in Graphic Design, Typography and Advertising Design

State University of New York at New Paltz

Focus in Music Theory and English Literature

PROFFESIONAL DEVELOPMENT

Decker Communications

Presentations...and Beyond

TOOLS

Both PC and Mac Platforms, Excel, Project, Visio, HTML, JSP, ASP, Photoshop, Quark, Illustrator, Fontographer, BBEdit, DeBabelizer