

# EDWARD T. FAHERTY

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## Portfolio Samples

<http://www.edfaherty.com>

## Qualifications Profile

Multitalented interactive designer with 20 years of creative and management expertise. Specializing in designing and managing the implementation of UI brand strategies for fortune 500 companies. Excels at working in a demanding creative environment, managing high level projects, and driving corporate strategy through creative execution. Dynamic team player with excellent communication capabilities.

## Professional Experience:

October 2008 - Present:

### Prudential Contractor/eDG Group • Newark, NJ • Senior Interactive Designer

- Design Lead with responsibilities for implementation of new and innovative UI brand strategies
- Helping to set new interactive branding standards that can apply across the full range of Prudential Corporate and LOB web sites
- Forging new ground helping to design and implement new systems to allow Prudential to enter the social media space
- Follows industry design trends and best practices to achieve qualified results and optimized user experiences
- Incorporated user feedback from Focus Group sessions into measurable usability improvements on recent high profile projects
- Interacts daily with multiple groups to coordinate and execute design plans

Work includes: Web designs, front-end application design, email campaigns, landing pages, banner campaigns, interactive banner storyboards, and branding/logo development, client management

Clients include: Prudential.com Corporate, Prudential Annuities, Prudential Investment Management, Pru Life Insurance, Pru Real Estate, Pru Group Insurance, and many more of the 60+eDG managed web sites, supporting businesses across the enterprise

June 2007 — August 2008:

### Flying Point Media Advertising Agency • New York, NY • Senior Interactive Designer

- Applied design leadership and strategic thinking to print and interactive ad campaigns. Able to work independently or in a group setting, demonstrating strong problem solving skills
  - Goal was to take abstract concepts and turn them into visually exciting, innovative designs that were web friendly, easy to navigate, representative of the client's goals, and that satisfy branding requirements and enhanced the user experience
- Work included: Web designs, email campaigns, landing pages, banner campaigns, animation story boards, and branding
- Clients included: American Express Network/Travel, Emigrant Direct, Sleepy's, Prudential Douglas Elliman, P.C. Richards, Graco, Baby Depot, Teutonia, Cohen's Fashion Optical, Casual Male XL, Vidicom, and LensCrafters

February 2003 — May 2007

### Register.com • New York, NY • Senior Designer /Information Architect

- Managed creative as part of the direct marketing team resulting in increased sales and response rates
- Designed and maintained style guidelines for internal and outsourced projects
- Implemented multivariate and A/B testing initiatives that improved usability, conversion, and sales
- Used SEO best practices to optimize register.com to better perform in natural search

## Computer Skills

Adobe Photoshop, Adobe Illustrator, Flash, Dreamweaver, InDesign, Microsoft Office, including Excel, Word, and PowerPoint

## Education

BFA May 1993, Rutgers University, Mason Gross School of the Arts, Majored in Graphic Design