

## **EDWARD T. FAHERTY**

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### **Portfolio Samples**

<http://www.edfaherty.com>

### **Profile and Objective**

Optimally my 15 years creative and management expertise in graphic design, direct marketing and information architecture will be a great asset to any Interactive Agency. I excel working in a demanding creative environment and managing high level projects while driving the company's mission forward through creative execution.

### **Professional Experience**

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 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, represent the client's goals, satisfy branding requirements, support information architecture, and enhance the user experience
- Work included: Web designs, email campaigns, landing pages, banner campaigns, print ads, and interactive animations, and branding/logo development
- 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, LensCrafters, NJ.com, Daniel Dens, Global Travel Shield, Lawyers Group, LimoRes, and many others

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
- Lead successful branding and redesign efforts of multiple corporate web sites
- Designed and maintained style guidelines for internal and outsourced projects
- Incorporated customer feedback and best practices into measurable usability improvements
- Collaborated on Interface designs and usability improvements for products including WebSiteNow!®, Webmail, Hosting, and r.Protect
- Worked on promotional print materials, white papers, direct mailings and welcome kits
- Performed role as Information architect, designing information models for new web development projects and applications, interacting with multiple groups to coordinate and execute plans
- Implemented multivariate and A/B testing initiatives that improved usability, conversion, and sales
- Used SEO techniques to optimize register.com to better perform in natural search

November 2001 — March 2003

#### **Faherty Design • Montclair, NJ • Freelance Design /Consulting**

- Established multi-platform solutions for Alaska.org consulting and designing their online presence as well as designing 100 page Alaska activities guide
- Designed a NYC Parks department guide book; Brooklyn/Queens Greenway Guide
- Other major projects include brand development Identity design and white paper undg.org, custom cartography and Illustration work for the NRDC, Countryman Press, Burford Books and Menasha Ridge

December 1996 — October 2001

#### **GORP.com • New York, NY • Senior Designer /Hosting Client Manager**

- Designed and developed Yahoo Top100 award winning sites GORP.com and GORPtravel.com from the company's inception: Development of site architecture, branding, user interfaces, and custom creative
- Collaborated with Yahoo, AOL, Travelocity, Timberland and EMS to develop co-brand partnerships
- Managed the development of GORP's 150 client ISP business, directly interfacing with clients on all aspects of site development including design, HTML production, site maintenance, and billing

September 1994 — December 1996

#### **Freelance Designer • Edison, NJ • Cartographer / Graphic Designer**

- Developed custom computer cartography business, producing and redesigning maps for more than 100 books, including Fodor's, Let's Go, Hammond, McGraw Hill, Penguin, and Reader's Digest.

### **Skills**

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

### **Education**

BFA May 1993, Rutgers University, Mason Gross School of the Arts  
Major: Graphic Design/ Printmaking