

Christopher De Felippo

138 Cougar Ridge RD. NW Issaquah, WA 98027

Cell: (310) 567-0642 E-Mail: flip@flippindesign.com Portfolio: <http://www.flippindesign.com>

Professional Summary

A creative, energetic, passionate, award winning, Interaction Designer/ Creative Director who loves to mix technology and creativity to meet a “clients” needs and overwhelm the intended audience.

Twenty plus years of experience designing and directing for both domestic and International New Media projects/applications for multiple business units with different language, culture and business requirements. A comprehensive knowledge of digital media combined with superior conceptual and design skills. I have a proven ability to work cross-team and synthesize feedback and input from merchandising, marketing, and product management on several different projects.

Professional Experience

Jumala Games – Lead UI and Visual Designer- Bellevue, WA - Oct 2009/ Present – <http://www.jumala.com>

- Translate design specification documents to wireframe workflows through to the final look and feel for downloadable Video Game Client, iPhone Applications, iPad applications and website
- Work with UI developers to implement user flow and design in to the game client
- Designed and created all artwork for Jumala’s brand and products
- Design a seamless and integrated interaction and design between the Game, Website and iPhone applications
- Maintain usability, navigation flow, creative direction, corporate identity and artistic design throughout all of Jumala’s properties
- Managed several independent contractors tasked with website creation and implementation
- Build company’s UX Personas, Flowcharts, Information Architecture and UX/UI documentation in regard to all of Jumala’s products
- Build Flash prototypes for in-game-scenarios and animation sequences
- Work with marketing team to help insure cross-branding promotion, reach potential sales figures in the “store” and figure out the best way to promote the Jumala brand.
- Work with several outside marketing firms on all promotional material

Microsoft Corporation –Advertising Platform – Senior UI Designer - Redmond, WA - Nov 2006 / Oct 2009

- Design user interface and writes functionality design specifications for international business software applications
- Translated customer requirements into comprehensive wireframes design mockups, usage scenarios, wireframes and flash/Silverlight prototypes
- Work with user research, product managers, and engineer groups to find software solutions for Microsoft Advertisement business needs
- Build and design Microsoft Advertising Human Interface Guidelines for across department applications and line of Business.
- Work with UI research to build department wide personas and usability studies
- Work with Branding Department to define and design Advertising Departments Brand identity
- Work with Product Management and Application Development teams to innovate and design new products and services around Advertising and platforms

Corbis - Manager of User Interface and Interactive Design - Seattle, WA - Nov 2005 / Nov 2006

- Managed the User interface team – including designers and programmers for Domestic and International business units to meet company current and future set goals.
- Translated business requirements and marketing goals into wireframes, design Comps and prototypes
- Head Artistic Designer for Corbis Interactive Lead Designer for the Tristan Eaton Collection
- Work with Product Management and Application Development teams to design and build prototypes for new applications and business ideas

Warner Music Group - Senior Multimedia Creative Director - Burbank, CA - Nov 1998 / Nov 2005

- Manage Multiple New Media Project and internal business applications for Domestic and International business units and several technical individuals to meet company current and future set goals
- Design and oversee development of New Media Projects and internal applications for a variety of different Music genres and Company divisions using several different media to meet companies marketing goals.
- Manage the creation, design and development, internal development and creative teams, freelance designers, and external design firms.
- Lived and worked for several months in France, London, Germany, Canada and Japan while maintaining working coordination with the United States.
- Manage the creation of highly creative Websites, mobile devices and internet projects and for all Warner Music Group business world wide
- Managed creative resource internally or externally to meet ours and clients individual needs on a timely bases and under set project budgets
- Work with Management and Business units teams to design and build prototypes for new applications and business ideas around music distribution channels

DIMS Studio – Senior Designer - Harbor City, CA - Feb 1996 / Mar 1998

- Created Strategic Marketing collateral to promote clients business.
- Designed, Lead Development and maintained web pages for a variety of high-end clients using variety of systems and applications
- Created full color web graphics 2-D and 3-D full color illustrations for print and Multimedia.

Marvel Comics - Assistant Editor / Lead Artist - New York, NY - May 1993 / Jan 1996

- Managed several freelancers on multiple publications to meet company deadlines while maintain company's set artistic standards and quality using a verity of management techniques.
- Organized and tracked all phases of publication simultaneous of several ongoing monthly titles.
- Illustrator for several monthly publication

Freelance Clients

Amazon Mobile, ESPN, MTV, Nickelodeon, ABC, Walt Disney Interactive, Warner Brothers World Wide Retail, Twentieth Century Fox, Sony Pictures, Standard Communication, Kawaii Piano, Playboy Entertainment, Sony Image Works

Education/Training

Northern Michigan University, Bachelor Fine Arts, May 1994,
Major: Illustration
Certification Macromedia Flash Development: AFI (American Film Institute)

Professional Awards

- CIO Magazine Article 2005: UI for internal application
- Academy Award Nomination: Visual Effects art department
- Grammy Nomination: Design
- Adobe Design Award
- Macromedia Site of the day