



**alison morando**

617.642.2560 | alisonmorando@gmail.com | www.alisonmorando.com

### **enthusiastic**

I am a creative web and interactive designer that has a pure passion for aesthetics. I use design as a powerful and influential tool to educate and inform, solve problems and support the user's best experience. I am well organized in planning design projects from concept development and research and with my strict attention to detail I am always prepared for deadlines.

My organization skills also help me to retain focus even when working on multiple varied projects. I work fast and aim to get the product out there understanding that design is an evolving process and takes iterations, testing, and interpreting feedback from actual use to improve that product.

My creative energy helps me to take initiative on projects as well as contribute in collaboration with any team. I approach tasks with a can do attitude and am savvy enough to seek and find the solution to most problems. I try to keep an open mind to others opinions and feedback and always try to maintain a good sense of humor.

### **educated**

Northeastern University, Boston, MA  
September 1998 - graduated March 2003

Dual Major Bachelor of Science in Visual Art/Graphic Design and Multimedia Studies.  
GPA: 3.85

Honors: Dean's List, Member of Golden Key National Honor Society and National Society for Collegiate Scholars.

Northern Essex Community College, Haverhill, MA  
September 1996 - graduated August 1998

Associate Degree in General Studies and a Certificate in Computer Aided Drafting.  
GPA: 3.36

Honors: Dean's List, Outstanding Writing Award, Member of Golden Key National Honor Society.

### **proficient**

I am fluent on both Mac and PC platforms and can use the Adobe Creative Suite with an ease that allows my designs to flow without technical interruptions. I am also comfortable with Flash Actionscripting 3 and Animating. I am able to build, implement, customize and maintain sites or blogs using WordPress. I have an understanding of designing for HTML, CSS, and Content Management Systems. I have an aptitude for learning new applications and technologies but am most advanced with the programs I have used everyday for the last 10 years like Photoshop and Illustrator.



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### **experienced**

I am a talented and creative web designer with ambitious energy. In my portfolio you will find a broad range of projects from complete website re-designs to flash websites and games. I am truly inspired by something new everyday.

#### **Interactive Designer**

NY Times Regional Media Group, Tampa, FL  
November 2007 - present

Supported our corporate strategy for centralizing web development for the New York Times Company Regional Media Group made up of more than 20+ local newspaper websites, content verticals and 250+ blogs. I am the central design team and I created all base templates and content design options then built by our developers within our CMS, used by all employees in the local newsrooms to put together their homepages daily. Also designed and array of interactive elements including web pages, a custom video player all with an attention for the best web experience.

#### **Interactive Designer/ Associate Designer**

WGBH Interactive, Boston, MA  
March 2007 - September 2007 and  
January 2000 - December 2002

Cooperated with a team of producers, writers and developers to brainstorm the new game concept. I would take that concept and sketch out the game flow and moving parts and wireframe the interface. Following review and feedback of those materials I designed and initiated front end Flash development. Each game follows an individual style guide for well know children's television shows including Curious George, Arthur, ZOOM, Between the Lions, The Greens and Design Squad. These games were completed well within their tight deadlines with amazing results proved in the number of kids using these educational tools.

#### **Lead Interactive Designer/ Interactive Designer**

BBC London, England UK  
August 2004 - December 2006

BBC Weather

Organized and led the creative direction of BBC Weather New Media designing for multiple platforms including an initial re-design of the Weather website, interactive TV screens, and a re-design of the BBC Weather mobile page built using xhtml all in support of the internationally recognized BBC Weather brand.

BBC iF&L

Designed and assisted development of an interactive archive library of BBC broadband video clips; the interface allows teachers to dynamically browse, easily access and download video clips to use in their classrooms as supplementary material to their lessons.

BBC New Media

Facilitated content changes to the high profile bbc.co.uk homepage by re-designing, with particular attention to the semantics for screen readers and visual challenged users, and re-structuring, using UCD methods such as card sorting, the way in which the abundance of information on this page is viewed to create a more visually pleasing, accessible and usable web resource.

CBBC Children's Interactive

Designed educational websites and interactive widgets, social media tools and Flash games for kids. Design was an essential factor used to embrace the values and guidelines associated with the BBC brand and other strong brands including Teletubies, X-change and the Really Wild Show.