TODD BLANK DESIGN

WEB UI IDENTITY

1539 Filbert Street
San Francisco, CA 94123

www.toddblankdesign.com
415·717·6225

BLANKING GOOD DESIGN.

KEY PERSONNEL

TODD BLANK | Creative Director, Principal
Role: Creative design, art direction, project management, all design-related activities

Todd is the Principal of Todd Blank Design, which he founded in 2003. His work has appeared in various publications, including ID Magazine's Annual Design Awards and HOW Magazine's International Design Issue. He has served as an advisor to the San Francisco Civil Service. Awards include Herold's Industry Analysts Excellence in Energy eCommerce, International Web Page Awards Creative Excellence, two London International Advertising Awards and the Web Marketing Association's Outstanding Web Site Award, among others.

Delivery of quality work is his focus. Clients appreciate his expertise in Web, user interface, identity and branding. His success is rooted in over 25 years of award-winning work, and being an early player in interactive design. He has designed branding efforts for IBM, user interfaces for Motorola and Web initiatives for Viansa Winery, Chevron, Cisco Systems, Union Bank of California, Bank of America, Sony Design Center and AOL.

Todd began his craft designing corporate identities and signage systems for AIGA Gold-Medalist, Rudolph deHarak, in New York City. Since 1990 he's been working in the Bay Area, where he's focused on user interface, identity and Web site design.

Objectives
- Empowering clients to fulfill the potential of their brands, through good design
- Engaging the hearts and minds of clients and customers through creative collaboration

Highlights
- 25 years of award-winning design experience with fortune 500 clients
- Key participant in designing creative concepts leading to sales over $12M since 2000
- Seasoned expert at all aspects of the creative process from identity to Web, UI to print
- Helped win "trusted advisor" status at AOL, Bank of America, Chevron, Disney, UBOC
- Accomplished developer of information architecture and user interfaces
- Formulator and implementor of award-winning brand positioning strategies
- Experienced at heuristic analysis, benchmarking and testing user experiences
- Well-versed at creative team-building, recruitment and mentoring junior designers

Expertise
- Art direction and project management for Web sites, user interfaces and identities
- Front-end / look and feel design / visual style
- Branded experience design / online brand positioning / competitive analysis
- Information architecture / task flow analysis
- User interface design / usability testing / Web site and UI audits / Heuristic analysis

Professional History

2003 – PRESENT
Todd Blank Design
Creative Director, Principal

2000 – 2003
Proxicom, Inc.
Principal Designer

1998 – 2000
ad•hoc group
Art Director

1995 – 1998
Process 39
Design Partner

1991 – 1995
Blank+Lee Design
Co-Founder, Principal

1990 – 1991
Aaron Marcus + Associates
UI Designer

1988 – 1989
Arnell Bickford & Associates
Designer

1987 – 1989
Whitney Museum of American Art
Designer

1983 – 1987
Rudolph deHarak & Associates
Designer

Education

1979 – 1983
Rhode Island School of Design
BFA Graphic Design