

LORI MOGOL

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New York, NY 10013

Resume Web Site: http://ceterisinc.com/lori_mogol/

Business Web Site: <http://ceterisinc.com>

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SUMMARY

- Information architecture and user interface design of applications
- Design and development of corporate, intranet, business, consumer, and non-profit web sites
- Coordination of multiple projects and schedules
- Effective communication skills with clients, users, and multidisciplinary teams

EXPERIENCE

Ivy Asset Management, subsidiary of The Bank of New York, UI Designer/Information Architect (2/04-present) -- <http://ivyasset.com/>

- Design User Interface and overall “look and feel” for firm-wide financial management software
- Review business requirements to integrate usability and technical needs
- Collaborate with business analysts, stakeholders, and developers on workflow and process
- Illustrate interaction, flow, and content through wire-frames and sitemaps
- Create mockups in Photoshop, Visio, and HTML
- Determine front-end architecture, e.g., navigation, labeling, language and style conventions
- Set guidelines to maximize user-centered design goals
- Write help screens, documentation, and style guides
- Prepare and participate in user training presentations

Deutsche Bank / Bankers Trust, Site Designer/Content Architect (5/03-7/03, 4/99-5/02)

- Develop sites to incorporate branding goals and meet corporate guidelines:
 - Design user interface screens and sites
 - Create graphics in Photoshop and optimize images
 - HTML, CSS, DHTML coding by hand and with editors
 - Modification of ASP, JavaScript, java applet, and perl code within HTML documents
- QA and testing for cross-platform usability
- Information architecture:
 - Interview clients and stakeholders to identify site goals and user needs
 - Review business requirements
 - Create sitemaps, wireframes, prototypes, and mockups using Visio, Photoshop, HTML
 - Work with technical teams to detail UI and functional specifications
- Implementation of web-enabled applications and content management systems:
 - Collaborate with technologists on usability, data, and system flow
 - Coordinated design of a portal for industry analysts
- Technical writing: site documentation, style guides, project plan for site migration

Deutsche Bank URLs: http://ceterisinc.com/lori_mogol/experience.html

Equity Research, Portfolio Management, Credit Risk Management, Policies & Procedures, eSourcing, Global Travel, GIS, Germany Funds, <http://www.germanyfund.com>

Ceteris Inc., Web Designer (95-present) -- <http://ceterisinc.com>

- Develop site architecture, navigation, and flow, incorporating user-centered design principles
- HTML, CSS, and JavaScript coding
- Create graphics using Photoshop and other tools
- Testing for cross-browser usability and accessibility
- Content development and editing for effective web presentation
- Webmaster: administer hosting, email, password protection, ftp, vendor research
- Site promotion, search engine optimization, site traffic reporting and analysis

Partial Site List:

- Civic Research Institute -- <http://civicresearchinstitute.com>, <http://civicresearchinstitute.com/moneylaundering/> Publications for legal, social services, financial, and health professionals
- Time Inc. -- <http://www.time-planner.com>. Time Magazine advertising sales web site
- Patient2Patient Inc. -- <http://patient2patient.net>. Online health information
- Ggraph Communications – <http://ggraph.com>. Marketing and design company
- Liberty Manor -- <http://www.libertymanor.com>. Assisted living residence

PROFESSIONAL/COMMUNITY ACTIVITIES

- IPNTA (community organization). Web Designer, <http://ipnta.org>. Designer/Editor, Community Preparedness publication: *Neighbor to Neighbor: The Downtown Solution* Initiate technology projects. Develop computer training program for residents.

TECHNOLOGIES

Coding: HTML, CSS. Basic knowledge of DHTML, Javascript, XML.
Graphics: Photoshop, ImageReady, Illustrator, Quark, Powerpoint, Acrobat.
Development Tools: Visio, Dreamweaver, HomeSite, BBEdit.
Operating Systems: WinNT/2000/XP, UNIX, Mac.
Productivity: Word, WordPerfect, Excel, Access.

OTHER EXPERIENCE

1993-95 The Lancet, div. Reed-Elsevier, Marketing Director, New York, NY
1991-93 LM Publishing Services, Marketing Consultant, New York, NY
1984-91 Scientific American Medicine, Marketing Director, Marketing Assistant, New York, NY
1981-84 Scientific American Magazine, Editorial Production Assistant, New York, NY

Desktop Publishing

- Design, layout, and production of print publications. Proofreading, copy editing, and writing.

Marketing

- Designed and implemented promotion campaigns. Supervised all phases of direct mail and print advertising including list selection and media insertions, copywriting, design, and production.
- Identified market research needs and implemented qualitative and quantitative methods.
- Planned and attended sales exhibits for medical conventions.
- Developed promotion for launch of medical software and cd-rom.

Advertising

- Devised and executed promotion for advertising sales support. Coordinated promotional events for advertising clients; Set up advertising production procedures.

Business Management

- Developed budgets for revenues, marketing costs, and departmental administrative expenses.
- Coordinated licensing agreements for electronic distribution of content.
- Worked with programmers to design subscription fulfillment systems: data conversion, order entry, financial, and distribution.
- Designed management reports for demographics, revenue projections, and subscription liability.

EDUCATION

NYPC, courses in XML, JavaScript. New York University, Direct Marketing Program; School of Visual Arts, courses in Graphic Design. Brooklyn College, BA, English.