

LORI MOGOL

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SUMMARY

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

EXPERIENCE

Ivy Asset Management LLC, The Bank of New York Mellon

User Interface Designer / Information Architect (1/06–12/09), Jericho, NY -- <http://ivyasset.com/>

- Designed and implemented overall visual strategy for portfolio management system
 - Created user interface including screens, interaction elements, and visual assets
 - Developed design mockups in Visio and Photoshop
 - Provided developers with HTML and CSS
 - Designed print reports
- Established navigation, labeling, language and style conventions
- Participated in business requirements definition process
 - Translated requirements into user interface
 - Collaborated with business analysts, stakeholders, and developers to integrate requirements with usability and technical needs
 - Reviewed functional specification documents
- Wrote style guides, screen content, and system-generated user messages
- Edited help documentation
- Assisted QA team with front-end testing
- Designed internal web sites and redesigned outside applications

Bank of America, Interaction Engineering

Information Architect (4/05–12/05), New York, NY

- Worked with users to integrate usability with application development
- Reviewed and interpreted business and functional requirements
- Created wireframes, site maps, and interaction specifications
- Designed mockups and prototypes
- Collaborated with all project team members, including stakeholders and developers
- Developed approaches to content structuring and categorization

Ivy Asset Management Corp, subsidiary of The Bank of New York

User Interface Designer (2/04–3/05) – [See above]

Deutsche Bank / Bankers Trust

Site Designer/Content Architect (5/03–7/03, 4/99–5/02), New York, NY

- Developed sites to incorporate branding goals and meet corporate guidelines:
 - Created graphics in Photoshop and optimized images
 - HTML/CSS coding by hand and with editors
- Information architecture:
 - Interviewed clients and stakeholders to identify site goals and user needs
 - Reviewed business requirements
 - Created sitemaps, wireframes, prototypes, and mockups using Visio, Photoshop, HTML
 - Worked with technical teams to detail UI and functional specifications

Ceteris Inc.

Web Design Consultant (95–present), New York, NY -- <http://ceterisinc.com>

- Develop site architecture, navigation, and flow
- HTML, CSS, and JavaScript coding
- Create graphics using Photoshop and other tools
- Content development and editing for effective web presentation
- Webmaster: administer hosting, email, ftp, vendor research
- Site promotion, search engine optimization, site traffic reporting and analysis

TECHNOLOGIES

Graphics: Visio, Photoshop, ImageReady, Illustrator, Quark, Powerpoint, Acrobat

Coding: HTML, CSS. Basic knowledge of JavaScript, exposure to XML, FO, WPF

Development Tools: Dreamweaver, HomeSite, TopStyle, basic knowledge of MS Expression Blend

Operating Systems: Windows, UNIX, Mac

Productivity: Word, Excel, Access

Other: Sharepoint, Surround, TestTrack

Other Experience

The Lancet, div. Reed-Elsevier, Marketing Director, New York, NY

Scientific American Medicine, Marketing Director, New York, NY

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, copywriting, design, and production.
- Identified market research needs and implemented qualitative and quantitative methods.
- Planned and attended sales exhibits for medical conventions.

Business Management

- Developed budgets for revenues and marketing costs.
- Worked with programmers to design subscription fulfillment systems for data conversion, order entry, financial, and distribution.
- Designed management reports for demographics, revenue projections, and subscription liability.

Education

NYPC, courses in XML and JavaScript. School of Visual Arts, Graphic Design courses.

Brooklyn College, English. New York University, Direct Marketing Program.

Pro Bono

Independence Plaza Tenants Association - Web Designer, <http://ipnta.org>

- Design and maintain web site
- Initiate technology projects; developed computer training program for residents
- Designed/Edited community preparedness publication: *Neighbor to Neighbor: The Downtown Solution*, <http://ipnta.org/book/index.html>