CRAIG MARCUS

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SUMMARY OF QUALIFICATIONS

Highly successful UX professional with 20 years of experience creating consistent and compelling online and mobile applications. Proactive manager who delivers end-to-end user experience solutions for multiple products and platforms for companies including: Pearson Education, Sony, United Nations, FAA, Nike, Saturn and Harvard University.

EXPERTISE

- Creative Direction
- Visual Design
- Interaction Design
- Wireframing
- Rapid Prototyping
- User Testing

- Functional Specifications
- Competitive Analysis
- Metrics/Analytics
- XHTML/HTML
- CSS3
- JavaScript/jQuery

- Accessibility
- Audio/Video Production
- Photoshop/Illustrator
- BBEdit/Dreamweaver
- Pro Tools
- Final Cut Pro/Media 100

PROFESSIONAL EXPERIENCE

Pearson Education – Upper Saddle River, NJ   **January 1995-Present**

Senior Manager of User Experience Design (July 2012-Present)

Manage a staff of six employees consisting of visual and interaction designers overseeing eCommerce, identity management and media delivery. Work directly with geographically dispersed product management and development teams to ensure products have a coherent and seamless user experience.

Key Contributions:

- Leading a responsive design initiative across Pearson storefront websites, including MyPearsonStore.com, Microsoftpress.com and Peachpit.com. Pearson storefronts generate 12 million dollars in revenue yearly, with MyPearsonStore.com having a record-breaking year in 2014.
- Reduced customer support calls around forgotten usernames and passwords by 24%.
- Currently leading eCommerce, identity management and access for Pearson's next generation of online learning products.

Associate Creative Director (July 2007-June 2012)

Manage a staff of four employees consisting of visual and interaction designers and accessibility specialists, all following Agile methodologies. Develop custom web and mobile solutions for Pearson's learning management system products, which currently have 8.5 million registered users. Design and maintain corporate common online services used by multiple educational platforms.

Key Contributions:

- Led Pearson's major technology initiative developing the first Android and iOS mobile applications for the MyLab / Mastering product lines. This app combined all of Pearson's learning platforms into one single access point, filling an estimated 1.7 million user market need.
- Redesigned the Higher Education portal and associated learning management system courses to maximize user engagement and prominently establish Pearson's identity in the education marketplace.
- Conceptualized and implemented the visual and interactive design integration with Blackboard Learn. Current forecasts predict a 20% increase in sales adoptions as a result of integration.

Senior Web Developer (February 2000-July 2007)
Lead designer and web developer for Pearson's online consumer products and internal division communication portals. Managed rotating staff of multimedia designers and programmers. System administrator for corporate streaming media services.

Key Contributions:

- Founding member of Pearson's original UX team where concepts of user experience and its associated methodologies were first introduced to the company.
- Developed web-based application that detected and updated web browsers and required plug-ins for online products, reducing customer support inquiries by 25%.
- Authored standards and created infrastructure for streaming media, resulting in the success of MyMathLab, which has over 720,000 registered users.

Web Developer (July 1996-February 2000)
Organized, designed, and developed educational websites, CD-ROMs and learning management system products. Developed advanced Flash page interfaces, tutorial animations, and advertising pieces for a wide variety of disciplines. Recorded voice-overs and digitized video for use in online and digital products.

Key Contributions:

- Developed the first browser-based CD-ROM for Pearson's best selling criminal justice title (Criminal Justice Today/Schmalleger), which seamlessly integrated static content from CD with dynamic online assessments.
- Designed and developed the first Flash-based interface for Pearson's biology CD-ROM (Biology/Krogh) that resulted in title outselling top competition.

Times Mirror Multimedia – Park Ridge, NJ   **January 1995-January 1996**

Production Artist
Using Macromedia Director for pre-production work, developed interface design, provided image retouching and basic 3-D modeling and animation. Managed and engineered all audio projects, including voice-overs, sound bytes and video digitization. Lead production artist for the Johnson & Johnson Pregnancy CD-ROM. Designed, procured and installed digital multi-track audio system, significantly lowering development costs by bringing all audio production in-house.

Steppin' Out Magazine – Westwood, NJ   **September 1994-January 1995**

Layout/Graphic Artist
Page layout artist for popular weekly entertainment magazine. Designed and placed advertising pieces for maximum impact. Designed and developed the magazine's first website and conducted onsite staff training on content management and site maintenance.

D&D Recording Studios – New York, NY   **October 1987-May 1994**

Recording Engineer
Recording engineer for albums, remixes, voice-overs, jingles, and film scores. Worked with esteemed artists including: Lou Reed, Madonna, Dee-Lite, Vanilla Ice, Queen Latifah and industry renowned producers Flood, DJ Junior Vasquez, Louie Vega, Sky King and Guru. Remix engineer for artists such as Jane's Addiction, ZZ Top, John Melloncamp and Right Said Fred.

EDUCATION

Institute of Audio Research - New York, NY 1988
        Diploma, Audio Recording and Production

Rochester Institute of Technology - Rochester, NY 1986
Printing Management

PROFESSIONAL
AFFILIATIONS
Member of Interaction Design Association (IxDA)
Member of ASCAP

PORTFOLIO

http://www.craigmarcus.com/portfolio