



THOMAS DIAMOND – DESIGNER

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CLIENT EXPERIENCE

American Beverage Companies
Boston Electrology & Skin Therapies
General Motors (Pontiac & GMC)
H&R Block
Harvard University
Keep America Beautiful
Kraft Foods
MyPerfectGig
New Balance
Portsmouth VA, Economic Dev.
Rines ArborWorks
Staples
TJX Companies
Veritas Medicine
ZAP Hair Removal

AGENCY EXPERIENCE

Davis & Co.
Digitas
Hill Holliday
Molecular
Mullen

KNOWLEDGE BASE

User Interface Design
Wire Framing, Site Flow
Art Direction & Copy Writing
Advertising & Marketing
Mac OS X & Windows
Adobe CS Suite
HTML & CSS

EDUCATION

Massachusetts College of Art:
Bachelor of Fine Arts, 1991,
Illustration & Design.
Recent (2011) courses in
HTML5, CSS3 and jQuery UI.

PROFESSIONAL EXPERIENCE

Freelance – Contract

Art Direction | Interface Design | Illustration. June 2002 – present

A long-time Boston-area Designer, I have produced award winning eCommerce and consumer-centered Web sites for a full range of clients from leading global companies to lean local start-ups via Ad agencies, in-house creative services, and direct-to-client. With a background in illustration, I'm a Visual Designer at heart, but enjoy working closely with development and usability teams to help achieve an optimum user experience.

Staples, Inc.

Interactive Design Manager, B2B. February 2000 – June 2002

From soup-to-nuts, I represented the Staples Agency alongside IBM Websphere (now IBM Global Services) to bring the blue-hyperlink ridden B2B procurement site, StaplesLink.com—sister-site to Staples.com—into the new millennium. A vast undertaking of iterative wireframing, Pos-it-Note-covered walls, whiteboard discussions and prototyping, we launched the redesigned and revitalized StaplesLink to much success. Additionally, I had the opportunity to refine the visual design a year later (a rare opportunity in the dot.com world) to further accolades. StaplesLink.com continues to prove a huge ROI for its regional and national corporate customers and, more than 10 years later, the overall layout has stood the test of time and usability.

Digitas, Inc.

Art Director/Senior Designer. August 1998 – February 2000

Created original web designs for top-ranking clients including General Motors, Adhered to quick turnarounds in this fast paced, innovative environment. Joined team effort to design and build break-through, measurable online marketing solutions. Reported to creative team leaders, account executives and project managers, and presented design concepts internally and direct to clients.

Freelance Design

The Early Years. 1994 – July 1998

Worked with Boston-area advertising agencies and direct to clients such as Oakes Interactive, Larry Miller Productions, Harvard University, Putnam Investments and Redwood Risk Management to produce both print marketing and interactive media ranging in capacity from art direction to production.

AWARDS

2004 Regional ADDY's Hampton Roads: Gold: Web Design; Silver: Elements of Design (Illustration) www.kab.org/cleansweepusa

2004 - 2007 J.D. Power and Associates certified: "An Outstanding Customer Service Experience" and 2003 WebAward recipient. www.stapleslink.com