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Education:

B.F.A., University of Massachusetts Dartmouth,
Dartmouth, Massachusetts, 1993. Major: Visual Design/Illustration Minor: Art History

Graduate coursework in Electronic Imaging,
University of Massachusetts Dartmouth, 1993-95. Courses in user interface design, interactive multimedia and advanced 3-D animation.

Additional

Training:

Training by Human Factors International in Graphical User Interface development.

Marketing Seminars in industry Best Practices (SEO, Decreasing Bounce Rate and Increasing Conversion, E-commerce Usability Design).

Macromedia authorized courses in Authorware

Related Employment:

December 2005-
Present

User Interface Designer

VEGAS.com. Henderson, NV.

Roles and responsibilities include creating and optimizing websites to increase sales, usability, and enhance the overall user experience. Use principles of information architecture, persuasion architecture, graphic interface design, industry best practices, and web analytics data to create optimized designs that are tested and proven using Sitespect multivariate testing. Integrate offline marketing/branding to create a stronger online visual brand and establish greater site consistency to further define and reinforce the VEGAS.com and LasVegas.com brands. Create and optimize internal legacy application interfaces for extensive product inventory management. Define and write use case scenarios and recommendations for conducting usability tests. Define and write site style guides.

See Qualifications section below for additional information.

May 2000-
February 2002

Creative Director

Curl Corporation. Cambridge, MA

Responsible for establishing, designing and overseeing the implementation of overall corporate brand strategy as well as managing Creative department. Tasks include hiring and managing designers (internal and freelance), directing vendors, providing time and budget estimates, managing workflow and delegating tasks, establishing and enforcing proper processes and procedures. Work closely with executive management on numerous projects, including: developing print collateral, presentation materials, Web site design and deployment. See Qualifications section below for additional information.

August 1990-
December 2005

Designer/Creative Director

Owner/partner, Asgard Media. Boston, Ma.

Assorted assignments for area businesses. Projects included retail Web design, print design, interface design, illustration, marketing copywriting and branding. Also provided consulting and technical services that included custom inventory database development.

January 1996-
February 1998

Director of Design and Development

Whole Systems International. Newton, MA

Responsibilities as the director of the multimedia department included the design and creation of both print based and computer-based training materials. Designed and implemented front-end graphic user interfaces (GUI) for computer-based training (CBT) modules and custom software. Worked directly with clients and project managers on navigation, specifications and design needs. Addressed cross-platform design issues, provided both time and cost estimates for department projects. Implemented and maintained a quality control system for back-ups and archiving, established written procedures and protocols for in-house and external design and printing processes. Maintained all hardware and software (Macintosh & PC systems). Responsible for hiring, performance evaluations, and salary recommendations for department members. Delegated tasks and project assignments to department members; including graphic designers and programmers; as well as freelancers.

May 1993-
December 2005

Freelance Personal Stylist

Fearless Style Fashion, Black Cat Co. Vintage Clothing, Room125 Fashion Boutique. Boston, MA

Retail sales of vintage/designer clothing at tradeshow and local boutiques as well as personal style consultation and designer shopping services. Duties include sales and marketing, creating an online presence, as well as developing a following of in-person retail customers through incentives and personal stylist/shopping services.

Awards

- Yeager Award
- Davenport Foundation Award

Qualifications:

Having worked extensively in the Web and print industry, I am familiar with the requisite software. This includes, but is not limited to: Photoshop, Illustrator, Quark XPress, Dreamweaver, Flash and Microsoft Office.

As the User Interface Designer for VEGAS.com, I work as part of the User Interface and Optimizations department to determine and prioritize areas of the site that would benefit from optimization in terms of usability, brand enhancement and increasing sales. In order to design the best performing pages, I use web data analytics (Coremetrics conversion /click-path data and Tealeaf web session tracking) to determine how customers are using our site and where buy-through can be improved. I then combine that information with my thorough knowledge of industry best practices for search engine optimization, information architecture and usability design as it relates to increasing conversion/decreasing site abandonment. Finally, I rely on my many years of aesthetic design experience to create or optimize a design to make it more intuitive for the user as well as more profitable for the company.

Examples of my successful design optimizations include: (click on URL links in parentheses to view mockups of the designs referenced below)

- Redesigning the VEGAS.com and LasVegas.com show tickets product detail and purchasing process pages to better organize content, add visual branding, credibility/consumer confidence indicators, additional multimedia elements (photos and video), theater maps, and additional SEO linkage. The new designs increased conversion by more than 10% in the first month alone. Examples of the live URLs can be viewed by going to the VEGAS.com website and clicking on any of the best selling shows. (www.vegas.com/shows)
- Redesigning the LasVegas.com "Shows" product category landing page to better leverage searching for specific shows, streamline and organize content display and add stronger visual branding. The resulting design increased conversion by 20% in testing. (www.lynnstetson.com/showslanding01.jpg and www.lynnstetson.com/showslanding02.jpg)
- Redesigning the VEGAS.com "About Us/Jobs" page. Changing one page of text into a series of Web pages with employee testimonials and photos that highlighted the company's culture, awards, long-standing history, and employee enthusiasm. The new designs resulted in an immediate increase in applications of qualified candidates for such hard-to-fill positions as Software Engineers and senior-level Product Managers. (www.vegas.com/about)
- A series of smaller scale optimizations throughout the site to add security & privacy messaging, consumer confidence/credibility indicators, and sense-of-urgency marketing messaging. These smaller, but equally important, design optimizations increased revenue by more than \$250,000 in less than a month.

Current projects include the design and implementation of a shopping cart system for multiple product-types, the first of its kind in the online travel market (www.lynnstetson.com/shoppingcart01.jpg), a comprehensive redesign of the VEGAS.com homepage to visually enhance brand by adding a "Vegas feel" and consumer confidence indicators, remove extraneous content, and better organize content based on click-path data analysis and persuasion architecture principles (www.lynnstetson.com/homepage01.jpg and www.lynnstetson.com/homepage02.jpg). Additional current projects include paid-search landing page designs, custom hotel product pages (www.lynnstetson.com/luxor_custom01.jpg and www.lynnstetson.com/luxor_custom02.jpg), email marketing campaigns, and micro-site designs to provide back-linking to VEGAS.com (www.lynnstetson.com/vegasresortsmock02.html).

As the Director of Design and Development for Whole Systems International, I managed the daily and long-term responsibilities of the department. In order to streamline workflow, I established protocols for working with outside vendors and implemented a strict backup and archiving system to eliminate version control issues. I also developed standardized Creative Services project request forms. To expedite the hiring of contract artists, programmers, and writers, I created a database of available medical freelancers. The database provided management with pertinent information such as contractor's hourly rate and relevant experience.

I was directly involved in all phases of both print-based and computer-based projects from concept design through creation and implementation. This included providing scope and cost estimates, working with clients and project managers to assess client needs, developing the "look and feel" of projects, and determining technical specifications. I worked with medical writers, instructional designers, and directed programmers on navigation/implementation and quality control/testing. Additionally, I performed all pre-flight and press checks, organized and directed photo shoots, and hired and directed outside vendors when needed. I also worked closely with designers and illustrators on print based, presentation, and multimedia projects. In addition to managing the department, I was directly involved in creating the art, interfaces, and animation -both as a designer/illustrator and art director.

As the Creative Director for a 150+ person internet technology company one of my many responsibilities was overseeing the design and development of all corporate visual branding. Initially working with an outside agency to establish initial brand personality, I internally refined brand strategy and designed, implemented, and oversaw all corporate branding across multiple media -including the software product's interface, support files, templates, print/promotional materials, corporate application demos, and company Web site. Extending brand strategy, I developed the corporate color palette, product logos, and standardized corporate typefaces - taking into consideration multiple media usage (web and print). I wrote, designed, and implemented Corporate Identity Guidelines covering proper logo usage, font usage, color specifications and overall visual style -in order to build brand recognition, company identity, and integrity within the industry.

I worked closely with the Webmaster and Marketing Manager to develop new corporate Web site designs corresponding with the rapid deployment of the company's software product updates (usually 2-3 weeks turnaround on site redesign). Site design involvement included site architecture/navigation as well as UI look and feel. Objectives included targeting the design of the site to both programmers and global technology businesses.

In addition to establishing and enforcing the company's visual branding, I managed all elements of the Creative department. This included hiring and managing designers (internal and freelance), directing vendors, providing time and budget estimates, managing workflow/delegating tasks, and establishing/enforcing proper processes and procedures to ensure optimal productivity within given deadlines. I was not only responsible for the management of Creative Services but also directly involved in the actual execution of designs -from concept through final design and implementation.

Creative Services tasks included both print and screen/web based design, such as: Interface design for client software applications/demos (interactive e-commerce, games, financial apps), print and Web design for company tradeshow and training seminars (presentation graphics, posters, training materials), marketing collateral materials (data sheets, white papers, Powerpoint templates, direct-mail campaigns, promotional apparel), Web site design and Web-based application design.

I worked closely with other key senior members of marketing and engineering in various capacities. Including working with project managers and software engineers on concept design and development, as well as marketing managers (and outside agencies) on collateral execution. I directly interacted with the company CEO and (reported to) the VP of Sales and Marketing to raise and resolve any branding issues -in order to maintain consistent brand integrity.

Personal Interests:

Interests include vintage and designer fashion, art of all styles and eras, funky interior decorating, antiques, and adventure travel to exotic locations.