

DAGNY A. PRIETO

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Brooklyn, NY
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User Experience Professional

Analytical, insightful User Experience and Design professional with a talent for building Web teams from the ground up and a consistent record of developing creative solutions that exceed expectations within tight budgets and timelines. Passionate and dedicated leader with the proven ability to develop and implement new products and ideas.

- Over 12 years of immersion in Web technologies, and enthusiasm for all things geeky.
- Creative and technology background balanced with business acumen.
- Go on, [Google me.](#)

EXPERIENCE

9/06–Present

dp, New York, NY

Product / User Experience / Visual Design Consultant

- Help startups and media companies ideate and strategize product offerings, user experience and design.
 - Specializing in conversion, search, social networking and transactional application design.
- Create wireframes, site maps, user flows and other user experience documentation.
- Design, write and implement Web sites.
- Plan and moderate customer experience labs to explore usability and user brand perceptions.

Clients include: Path101, DailyLit, LA Times, NY Observer, Offermatica, Readio, JobThread

URL: <http://www.dagnyprieto.com/>

5/04–9/06

TheLadders.com, New York, NY

Director of User Experience

- Design and implement an end-to-end user experience including site design, tone and branding, banner and email campaigns, and customer service strategy from scratch.
- Plan, design and execute new features and look and feel for the eight Ladders Web sites, with frequent A/B tests and releases.
- Develop, research and implement new revenue-producing products for a fast-paced, growing startup.
- Plan and moderate customer experience labs to explore usability and user brand perceptions.
- Built team of designers and coders from 0 to 4.

Success Story: Helped build company from 8 to 80 people in just over a year. Grew site traffic and paid subscriber base by over 2400%.

URL: <http://www.theladders.com/>

8/03–05/04

Greater Than One, New York, NY

Art Director

- Developed and introduced best practice Web site design process and strategy across departments.
- Planned/art directed sites, emails and interactive ads for 8 of the largest pharmaceutical companies.
- Maintained departmental P&L and decreased costs with better time management techniques.

Success Story: Instituted Web site design process and techniques, allowing the company to grow from media and interactive advertising into larger Web design and development projects.

Clients include: Eli Lilly and Company, TAP Pharmaceuticals, Novo Nordisk, Novartis

URLs: <http://www.lupron.com/>, <http://www.greaterthanone.com/work/creativeshowcase.html>

4/02–5/03

Blue Dingo, New York, NY

Creative Director

- Planned/designed compelling sites for Fortune 500 real estate, financial, and consumer lifestyle brands.
- Evangelized user-centric designs and architecture that increased usage and click rates.
- Conducted usability analysis to determine best practices for online projects and advertising.
- Managed Creative Team; allocated 3 staff designers.

Success Story: Raised site traffic at Century 21 by over 40% with improved personalization features and better overall usability. Doubled leads to sales offices in major metropolitan areas.

Clients included: Century 21 Real Estate, Martha Stewart Omnimedia, Procter & Gamble

URLs: <http://www.century21.com/>, <http://www.tremor.com/>

5/01–4/02

Bluewave, New York, NY

Art Director

- Designed branded, user-centric corporate flagship Web sites for global Fortune 100 companies.
- Managed Creative Team; allocated 5 staff designers.
- Created and evaluated scripts for customer experience labs.

Success Story: Redesigned and rearchitected Pfizer.com, improving the quality of site visits and vastly lowering call-center costs. One of three finalists for a 2003, 2004 and 2005 Webby Award.

Clients included: Levis, Maersk, Pfizer, Roche, Lennox

URLs: <http://www.pfizer.com/>

4/00–5/01

iframe, New York, NY

Creative Director

- Designed Web sites for Internet startups and Fortune 1000 companies.
- Managed Creative Team; allocated 7 staff designers and coders.
- Developed organizational process and structure that contributed to shortened production cycles.

Success Story: Created a blog for recording artist, Maxwell. Site traffic and awareness spiked as Maxwell posted his daily tour updates and chatted with fans.

Clients included: Sony Music, Cityfeet, BabyPressConference, Knoll Furniture

6/97–4/00

Scholastic Inc., New York, NY

Senior Designer

- Designed and produced concepts, layouts, and graphics for print/online magazine.
- Supervised web site planning and acted as a liaison between print and Web departments.
- Managed junior and freelance designers, illustrators and photographers.

Success Story: Helped move Scholastic's offline resources for teachers and kids onto the Web, creating one of the first and most comprehensive online destination sites for k-12.

EDUCATION

Amherst College, Amherst, MA

Majors: Fine Arts and Philosophy

Magna cum Laude, High Departmental Distinction

BA, May 1997