

AARONREISER

725 South Cassingham Road
Bexley, Ohio 43209
mobile: 614.531.1391
email: areiser@reiserdesign.com

PORTFOLIO

<http://www.reiserdesign.com/>

EDUCATION

May 2001

The School Of The Art Institute Of Chicago, Chicago, IL
Master of Fine Arts in Visual Communications

June 1997

OHIO UNIVERSITY, Athens, OH
Bachelor of Fine Arts in Visual Communications

EXPERIENCE

2018 –

Fusion Alliance, Westerville, OH
Solution Director, UX/Design
Responsible for managing the Columbus based digital team, as well as working with clients to create informed digital strategies that drive innovative user experiences. I believe in the power of data in marketing and understand that in the right hands it can make a positive difference in the world.
Fusion Alliance: <http://www.fusionalliance.com/>

2013 – 2018

Fahlgren Mortine, Columbus, OH
VP, Director of User Experience
Responsible for driving our creative digital studio, including all of the communication design, interactive design and concepting that is produced for our clients and partners. Driven to create forward thinking user experiences that inspire customers and drive results for clients.
Fahlgren Mortine: <http://www.fahlgrenmortine.com/>

2009 – 2013

Resource Interactive, Columbus, OH
Mobile Practice Creative Lead – Responsible for creating a mobile practice within Resource and define a path for educating the company as a whole in the craft of mobile experience design.
Resource Interactive: <http://www.resource.com>

2007 – 2009

Northlich, Columbus, OH
Associate Creative Director/Interactive - Team management, new business strategies, brand strategies information architecture, usability and interface design surrounding our interactive media projects.
Northlich: <http://www.northlich.com>

2005 – 2007

Blue Diesel, Westerville, OH
Associate Creative Director - Project and design team management, Information Architecture, Usability Studies, Search Engine Optimization
Blue Diesel: <http://www.bluediesel.com>

2003 – 2005

CDW, Vernon Hills, IL
Senior Internet Designer - Art direction, team management, site architecture and

user interface development for Fortune 500 Company. Developed and conducted usability studies during web site redesign. Created information architecture models including wire frames and flowcharts. Designed user interface concepts and developed online demos for testing.

2000	COGNITIVE ARTS, Evanston, IL Interface Designer - Designed interface solutions for online educational and training media. Clients include: JP Morgan Chase, Beth Israel Medical Center, and Columbia University. Cognitive Arts: http://www.cognitivearts.com
2000	VSA PARTNERS, Chicago, IL Interactive Design Contractor - Worked with internal design team to create and produce multiple visual interface design solutions for the United States Gypsum Corporation web site. VSA Partners: http://www.vsapartners.com
1996 – 1999	ELECTRONIC VISION, Athens, OH Senior Designer - Designed, processed, and programmed multimedia elements used in education. Projects include: NCR, LCI International, and Ohio University's "How to Make Your Movie, An Interactive Film School." Electronic Vision: http://www.electronicvision.com
TEACHING 2007	Columbus College of Art and Design, Columbus, OH Visiting Adjunct Professor - Organized and developed curriculum for Web Design 1, covering web and interactive design theories, processes and strategies. CCAD: http://www.ccad.edu
2002	Robert Morris University, Chicago, IL Visiting Professor - Organized and taught media arts class, covering web and interactive design theories and practices. SAIC: http://robertmorris.edu
2001-2002	The School of The Art Institute of Chicago, Chicago, IL Teaching Assistane – Worked with SAIC faculty to teach foundation level design classes, covering interactive design. SAIC: http://www.saic.edu
SKILLS	Responsive Web Design (RWD), Mobile web design, Mobile app design, Information architecture (IA), Usability, User interface design, Web design, User experience design (UX), Creative direction, Art Direction, SEO, Photoshop, Dreamweaver, InDesign, Illustrator, HTML, XML, CSS
ACTIVITIES	Sailing, Kayaking, Cooking, Snowboarding, Playing with my kids
REFERENCES	Available upon request