

Joseph Guarnery
1233 Marengo Avenue
Forest Park, IL 60130
312-342-4432
joseph@guarnery.com
<http://www.guarnery.com>

Overview

- 14 years experience in web design industry.
- Unique combination of agency and corporate experience.
- Uncommon mix of management and hands-on web design skills.
- Consistent track record of delivering high-quality solutions on time.
- Strong focus on business objectives and client satisfaction.
- Deep experience in e-commerce and other direct marketing web sites.

Highlights

- Founded web design firm that grew to \$2 million in revenue with a staff of 30 people.
- Designed the Bradford Exchange logo. Formulated direction of online visual branding. Designed 3000+ SKU E-commerce site.
- Developed creative positioning of US Robotics' relaunch. Wrote "Connect with Something Better" tagline.
- Recognized by direct marketing industry for creating web sites with outstanding strategy and creative execution.

Professional Experience

Sr. Web Designer

The Bradford Group (The Bradford Exchange)

2003 - Present

- Manage and direct large teams of design and front-end development professionals that include full time, freelance, and agency resources.
- Hands-on design of information architecture and user-experience design, as well as front-end development for large-scale e-commerce initiatives.
- Manage resources, timelines, and deliverables for large-scale projects to ensure timely delivery.
- Implemented best practices such as a comprehensive web design process, wireframing, and the broader use of CSS with tableless XHTML.

Creative Director, Web Designer

Guarnery Web Design

2001 - 2003

- Consulted corporate clients and agencies on creative direction, UX design, and front-end development.

Creative Director, VP of Creative, Founder

Generator Corporation

1998 - 2001

- Founded web design company that developed major web presences and online ad creative for clients such as Mongoose Bicycles, US Robotics, InstallShield, OnePoint Communications, and Ameritech.
- Drove creative aspects of business development and client relationship management.
- Managed and directed large teams of professionals in information architecture, UX design, copywriting, and front-end development.

Joseph Guarnery
1233 Marengo Avenue
Forest Park, IL 60130
312-342-4432
joseph@guarnery.com
<http://www.guarnery.com>

- Executed hands-on information architecture and UX design.
- Manage resources, timelines, and deliverables for client projects to ensure timely delivery.
- Managed creative department including staffing, budgeting, and establishing policy.
- Recruited and cultivated highly qualified full time and freelance creative resources.

Interactive Art Director

DDB Needham
1998 - 1999

- Freelance art direction and design for brands including Budweiser, Clorox, and Emerson.

Sr. Designer

Taproot Interactive
1997 - 1998

- Developed information architecture and UX design for web sites, interactive kiosks, CD ROMs for clients including Florsheim, Solo Cup, The Finishline, Sears, and SC Johnson.

Prior to 1997

- 1996: Freelance Interactive/Web Design for the American Hospital Association, Spiegel, and Digizine.
- 1995 - 1996: Graphic Designer for advertising and marketing print materials at Kevin Berg & Associates.
- 1994 - 1995: Freelance Designer/Illustrator in educational publishing.

Education

Bachelor of Arts in Graphic Design

University of Illinois at Chicago
3.55/4.0 GPA

Awards and Accomplishments

1999 London International Advertising Awards

- Finalist - Mongoose.com

1999 Tempo Awards

- 2nd Place Creative - Mongoose.com
- 2nd Place Marketing - Mongoose.com

Golden Web Awards

- Mongoose.com
- USRobotics.com

2001 Tempo Awards

- 1st Place Creative - Mongoose.com
- 1st Place Marketing - OnePointCom.com
- 2nd Place Creative - OnePointCom.com
- 2nd Place Marketing - Mongoose.com