

DAVID PARMETER

SENIOR INTERACTIVE DESIGNER

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SUMMARY Senior Interactive Designer with more than 10 years experience in interactive design. Specializing in editorial magazine site design and contextually integrated advertising campaigns.

Publication Experience:

ELLE.com, ELLEdecor.com, Caranddriver.com, Roadandtrack.com, Cycleworld.com, Premiere.com, Womansday.com, Pophoto.com, Forbestraveler.com, Billboard.com, Thehollywoodreporter.com, Editorandpublisher.com, Adweek.com, Brandweek.com, Photodistrictnews.com, Backstage.com

Brand Experience:

Macys, Starbucks, Mercedes Benz, Nikon, JCPenney Teen, Olay, Covergirl, Victoria's Secret, Neiman Marcus, Burberry, Tresemme, Aveeno, Rasinets, Weight Watchers, Febreze, Sperry, 1800-Contacts, Kings Hawaiian, Mvelopes, Mohawk Flooring, Tourisme Montreal, Caesarstone, Circa Jewelry

Awards & Recognition:

- 2006 Forbes.com Presidents Award
- 2005 Folio Magazine Ozzie Awards Gold Award for best web site design, kbbonline.com
- 2005 The Web Marketing Association Webaward for outstanding achievement, website development, PDNonline.com
- 2004 Folio Magazine Ozzie Awards Silver Award for best web site design, Archlighting.com
- 2003 VNU Business Media President's Award winner of Innovation and Creativity Category,

EXPERIENCE **Senior Interactive Designer - Hachette Filipacchi Media US**

September 2007 - Present

- Created and managed editorial and marketing design projects of websites: Elle.com, Womansday, Ellegirl.com, Premiere.com, Caranddriver.com, roadandtrack.com, ELLEDecor.com.
- Managed the work-flow of the digital design group, a staff of four art directors.
- Contributed to a more than 150% increase in sold marketing projects between 2009 and 2011

Art Director - ForbesTraveler.com

April 2006 - September 2007

- Worked with Forbes Traveler editor and Forbes.com CEO to plan, design and build a new online property for Forbes.com featuring editorial content and travel tools for luxury travelers.
- Managed an art staff that included a photo editor, assistant photo editor, and a design production assistant.

Senior Designer - VNU Business Media

February 2000 - April 2006

- Created information architecture, site Designs and produced (front-end development, HTML, CSS and Javascript) for several trade publication editorial sites including billboard.com, backstage.com photodistrictnews.com, thehollywoodreporter.com and others.
- Designed promotional editorial sections and advertising microsites.

VOLUNTEER WORK

Taproot, Nonprofit Organization Management industry

June 2007 - August 2007

Created the website design for a private school for under privileged children.
Manhattan Country School

September 2005 - January 2006

Front end development work: Built a website for an after school program for under privileged children in Harlem. Brotherhood Sister-Sol.

EDUCATION

**University of Oregon School of Architecture & Allied Arts,
Eugene, OR**

1995 - 1998

BFA Visual Design.

Activities and Societies: Flux Magazine

**American Heritage Association Art & Design Study Abroad Program,
Siena, Italy**

1998

**ADDITIONAL
EDUCATION**

Parsons School of Design, New York, NY

Continuing Ed: Flash, Javascript.

New York University, New York, NY

Continuing Ed: Flash Actionsript.

School of Visual Arts, New York, NY

Continuing Ed: Furniture Design, Woodworking.