

Brian Mohr

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What I'm looking for:

I'm a full-time freelance IA/UX, Web & Mobile Designer/Developer. I'm looking for work I can do off site and/or can work out of client's office 2-3 days/week. I currently have two clients and am looking to add more.

Mohr Designs

Jan. 2011 - Current

IA/UX, Web & Mobile Designer/Developer

- Work with startup in sports industry (amSTATZ.com) to architect, design and develop front end of website and mobile app.
- Work with full service marketing agency (Eire Direct Marketing) developing sales strategy to gain new clients in the digital space. Also perform IA/UX, SEO, Google Analytics and development work for current and new clients.

The Revere Group

Sept. 2010 – Jan. 2011

Managing Consultant

- Defined, designed, developed and tested web and mobile sites using Visio, HTML5, CSS3, jQuery, XML, Photoshop and Illustrator; continuously building on knowledge of browser compatibility issues and optimization techniques.
- Developed IA and UI strategies and designs for web-based user applications; wrote standards compliant HTML for front end of Sharepoint and Sitecore-based websites.
- Worked daily with clients to discuss project timeline and workload; strive to always adapt and refine work process to improve on overall project efficiency.

Gams Communications

May 2010 – Dec. 2010

Contract Web Designer/Developer

- Created and translated wireframes into Web 2.0 design concepts for Internet-based environments.
- Front end programming using transitional or strict doctypes to develop cross-browser compatible and standard compliant code. Other skills used include: XHTML, JavaScript, jQuery, CSS3, HTML4 in LAMP environment.
- Design and program email campaigns.

Discovery Channel

March 2010 - Aug. 2010 (6-month freelance contract)

Web Designer/Developer

- Led design, programming and daily maintenance for company's 15 sponsorship sites.
- Used extensive writing of standards compliant HTML4 and CSS3 with solid understanding of cross-browser/platform issues, YSLOW standards and SEO requirements.
- Studied user interests to develop and organize information architecture; defined navigation specifications, developed site wireframes and tested prototypes.
- Developed practical, working knowledge of HTML5 and Subversion.
- Acted as primary UI design contact point for all stakeholders.
- Completed multiple projects with various timelines on a strict deadline schedule.

Jacobs & Clevenger

October 2006 - March 2010

Senior Interactive Designer/Developer

- Operated as a one-man interactive department on a seven-person creative team.
- Led all online strategy, architecture, design, development and analytics of clients' multi-channel direct marketing websites, landing pages, email blasts, interactive pieces and viral games.
- Presented and defended IA strategies and UI design to clients with clear and concise reasoning and support.
- Wrote well formed, unobtrusive HTML, CSS and JavaScript with scalability and extensibility in mind. Most JavaScript was integrated with jQuery, MooTools and YUI frameworks.
- Determined illustration style, color palettes, typography and user interfaces; designed and created Flash interactive tools; constructed multimedia content by editing graphics, text and video.
- Initiated all web analytics campaigns to collect, measure, analyze and report all Google, ROI, PPC statistics per campaign.

Sarasota Herald Tribune

July 2002 - Nov. 2005

Online Graphics Editor

- Created and maintained look and feel of overall news site, special sections, infographics and online advertising; enforced content and display standards.
- Created and refined site maps, wireframes, task flows, interaction design specs, page inventories, use cases, flow charts and other user-centric documentation.
- Consistently identified user requirements by researching and analyzing user needs, preferences, objectives and working methods; met with focus groups to research site usability structure.
- Took lead role in creating information structures and content hierarchies that factored in efficiencies in the content management process and future development needs.
- Maintained and implemented day-parting schedule to target specific demographics at specific time slots.
- Increased subscriber base from 75,000 to 100,000+ members.

Mohr Designs

June 2001 - Aug. 2006

Online Graphics Editor

- Maintained clientele of 20-25 businesses including restaurants, real estate agents and service companies.
- Directed group of 10 freelancers in designing and building websites and online advertising.
- Managed all site-wide information architecture; including use cases, user-flow diagrams, site maps and wireframes.
- Created and produced user interface designs, standards and patterns; created and directed production of interaction design and information architecture deliverables.
- SEO work ensured clients were in top five Google search results for specific keywords. Created social media strategy to define programs using MySpace and Google to increase visibility, membership and traffic.
- Sold clientele for profit.

Technical:

Adobe CS 4/5, HTML 4/5, CSS3, Visio, Balsamiq, WordPress, XML, XHTML, JavaScript, jQuery, comfortable in LAMP environment; currently learning LUA/Corona for mobile app and game development

Education:

Indiana University-Purdue University at Indianapolis, Indianapolis, IN, B.A. Journalism
Graphics Fellowship, Poynter Institute, St. Petersburg, FL