

ERICA FOX

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EXPERIENCE

11/2010 – present

Erica Fox Design | www.foxinteractivedesign.com

OWNER - FREELANCE DESIGNER

- Design and implement various requests for web-related content such as site redesigns, emails and content pages
- Translate each brand's aesthetic into an accurate online representation
- Apply knowledge of usability to enhance designs
- Manage workflow and schedules of each client

7/2007 – 11/2010

Avon Products, Inc New York, NY | www.avon.com | www.meetmark.com

DESIGN MANAGER (4/2010 – 11/2010)

- Lead design, art direct and implement creative for technical enhancements, campaign updates, emails to consumers and Representatives, product launches and seasonal minisites, online sweepstakes, added value programs
 - Highlights include: Redesign of Avon.com global homepage; Internal "Growth Now" initiative; Management/development of Holiday 2010; Development of scenarios for forced attachment initiative
- Manage/art direct a team of designers
 - Establish annual goals
 - Distribute annual reviews
 - Create career development strategies
- Work directly with cross-functional teams to develop creative
 - Marketing, Merchandising, Communications, Analytics, Senior Management

ASSOCIATE WEB DESIGNER, mark. (7/2007 – 4/2010)

- Translate mark aesthetic to online and digital media creative
- Research/brainstorm ideas for new ways to communicate to Representative and consumer through new technologies; see projects through development and implementation
- Work cross-functionally to design creative for cross-platform Internet programs
- Attend creative strategy meetings to make sure brand is consistent across all platforms
- Design and implement all creative for magalog updates, emails to consumers and Representatives, enhancements, product launches and seasonal minisites, online sweepstakes, added value programs

11/2002 – 7/2007

macys.com New York, NY | www.macys.com

SENIOR DESIGNER (4/2006 – 7/2007)

- Manage/art direct junior designers
- All previous responsibilities

DESIGNER (4/2003 – 4/2006)

- Concept and execute weekly campaigns (homepage, emails, etc.), national/local event mini-sites, departmental events, customer service and brand marketing pages
- Assist stylists at photo shoots for aforementioned campaigns
- Attend quarterly strategy meetings and present creative ideas
- Received usability certification in website and application design
- Create weekly ads to appear on category pages, AOL and affiliate partner sites

JUNIOR DESIGNER (11/2002 – 4/2003)

- Concept and execute weekly campaigns (homepage, emails, etc.)
- Create weekly ads to appear on category pages, AOL and affiliate partner sites

2/2000 – 11/2002

iNDELIBLE Media Corp. New York, NY | www.indelible.tv
PRODUCTION/JUNIOR DESIGNER

- Work with Creative Director to create templates for Websites / CD-ROMs
- Attend client meetings to discuss art direction and templates
- Initiate art direction for new projects
- Create all page views for media projects
- Work directly with Producer to organize all assets
- Communicate with client directly for approval of pages
- Assist Creative Director with creation of CD labels/inserts, extranets, CD burning, and printing for presentations

EDUCATION

5/2001

Parsons School of Design US-NY-New York

Bachelor of Fine Arts

Major: Communication Design with specialization in Web and Broadcast Design

COMPUTER SKILLS

Adobe Creative Suite including Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat; HTML; JavaScript; Interwoven Teamsite; Microsoft Office

References will be supplied upon request.