

SHEILA OBERAIGNER

UX & Visual Design Lead



SUMMARY

I love to solve UX puzzles. My experiences are a combination of strategic and tactical design concepting with a focus on high quality user experiences for Desktop, Mobile, Print and more. I strive to provide intuitive solutions that meet stakeholder goals while insuring brand coherence and minimal friction for the end-user.

EXPERIENCE

ALADTEC, INC. UX Creative Director, April 2015 - May 2016

UX & Creative Lead

Leading UX design, brand definition and development for all touch points, digital and print. Oversight of user-facing deliverables with an eye on brand and stakeholder goals. Championed responsive design solutions whenever possible. The main focus was on improving and upgrading their complex online scheduling application that caters to first responders such as Police, Fire, EMS, EMT, Dispatch and more.

HONEYWELL UX Visual Design Lead, May 2013 - April 2015

Creative Direction, Brand Development in Mobile, Web, Print, Video, Trade Show Display. Responsible for concepting and mentoring every level of visual interaction design initiatives for apps that control Honeywell home automation devices. Took action to gain legal team's approval for development of brand signature elements for a design language that could be supported in across all touch points (print, web, mobile and industrial design). Providing creative direction across multiple projects and teams within Honeywell User Experience, Marketing and Engineering. Developing new processes to build efficiencies within the new internal design studio. Produce high visibility marketing deliverables to boost Honeywell's position in the marketplace, Wall Street and within the company itself.

CRUSHTOWN LLC UX Visual Design Lead, June 2006 - Present

Provided visual design, interaction design, illustration and brand direction solutions to a variety of clients via long term and project-based freelance opportunities. Crushtown is the name of my freelance LLC.

HANLEYWOOD MARKETING Interactive Design Manager, May 2007 - September 2012

Responsible for managing a small interactive team which consisted of designers and developers. Fostered team collaboration and community via projects and company events. I continued on to work with HWM as a contractor for interactive design projects.

BLUESTEM BRANDS Interactive Creative Lead, April 2009 - June 2010

Concepted and designed a new e-commerce Gettington.com, starting from a 10pg. style guide. Held complete responsibility for all creative solutions help them meet their site launch deadline. Worked directly with the key stakeholders, walking them through every aspect of the new site, from wire framing to payment confirmation mock-ups. Created illustrations, animations and brand themes to further grow their brand impression. After site launch, I was kept on to assist them through their first holiday shopping season.

For a more complete employment history visit my [LinkedIn](#) profile.

SHEILA OBERAIGNER

UX & Visual Design Lead



EXPERIENCE CONT.

RESORTS & LODGES Creative Manager, September 2006 - May 2007

Concepted 200+ page website for this dot.com startup. 100% Responsible for all creative solutions for launch of site. Persuaded stakeholders to engage in a complete wire framing process to insure a quality end result. Got buy-in for a branding update and translated this new branding across all media channels. Created illustrations, animations and brand themes to further grow their brand impression. Managed a small creative team and interfaced with other department managers. Providing design guidance, brand management. Created and implemented procedures to promote work efficiencies and QA.

MRM INTERACTIVE Senior Interactive Designer, November 2005 - April 2006

Contributed website, illustration and animated banner design solutions for big brand accounts such as General Mills, Medtronic and Purina, to name a few.

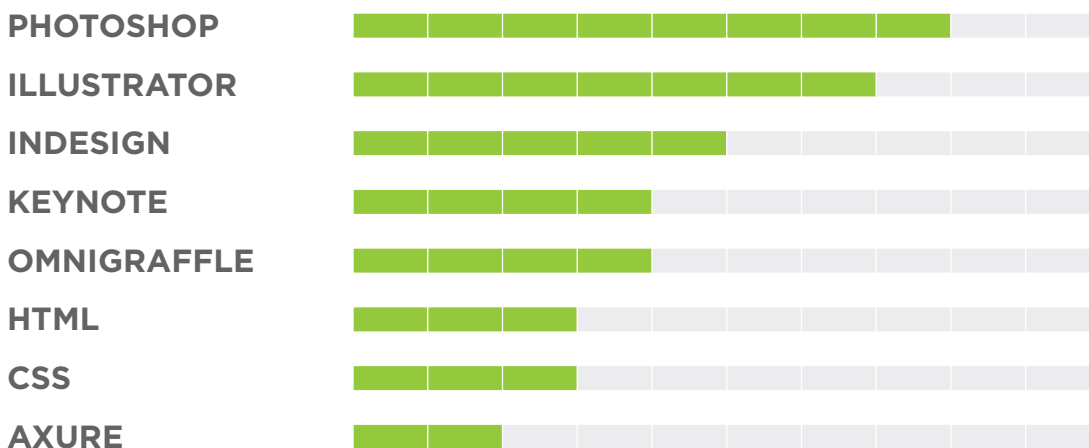
TARGET.COM Web Design Specialist, May 2001 - November 2005

Provided design solutions (static and animated) for a wide variety of Target.com projects. Concepted micro-sites, rich media banner ad campaigns and email campaigns. Worked with both small and large teams. Received recognition for 2005 Halloween rich media banner ad campaign.

BESTBUY.COM Web Design Specialist, June 1994 - May 2001

Started out working on the print circular and migrated to dot.com during the dot.com boom. This is where I fell in love with technology. Designed a wide variety of promotional advertisements for BestBuy.com's Software and Video Game division.

TOOLS & PROFICIENCY



For a more complete employment history visit my [LinkedIn](#) profile.