

PORTFOLIO <http://www.aliciaoconnell.com>

EDUCATION **Masters of Business Administration** - Salve Regina University, Newport, RI
Certified Usability Analyst - Human Factors International
B.A. - Interactive Communications and Photography - Salve Regina University, Newport, RI

**WORK
EXPERIENCE**

L.L.Bean **Freeport, ME** **4/2013 - Present**
Sr. User Experience / Visual Designer

- Responsible for the creative design and development of content and user interfaces for L.L.Bean - across desktop, tablet and mobile platforms.
- Collaborate with the Information architects, IT and business partners on development of functional enhancements and new features for www.llbean.com

CVS/pharmacy - CVS.com **Woonsocket, RI** **1/2007 - 3/2013**
Creative Manager, Digital

- Responsible for the creative direction and development of marketing materials for CVS.com - ranging in focus from retail promotions and content, through brand awareness and pharmacy services.
- Manage the development of projects from wireframing, design concepting and copywriting, through coding, testing and launch.
- Collaborate with marketing teams and other business partners across the organization on the online execution of strategic initiatives.
- Manage agency partners from concept through execution of microsites, commercials, online videos, direct mail, in-store signage, digital advertising and social media.
- Work with the User Experience team, IT, and business partners on the ongoing functional enhancements that support the growth and effectiveness of CVS.com.

Salve Regina University **Newport, RI** **6/2004 - 12/2006**
Webmaster

- Create, design, and produce content for the university web site and other digital communications including landing pages, alerts, advertisements and e-newsletters.
- Set up departments and offices with content management capabilities.
- Develop/enforce branding & style standards throughout all university sites.

Adjunct Faculty Member from 9/2001 - 11/2012

Freelance Designer/Consultant
1/2004 - 6/2004

Providence Creative Group **Providence, RI** **8/2001 - 12/2003**
Lead Interactive Designer

- Develop and produce print and interactive marketing materials for clients, including web sites, digital advertising, animations, catalogs, sell sheets, and direct mail.
- Supervise the interactive team, and organize all interactive projects, maintaining timelines & budgets.

**PROFICIENCIES
& SKILLS** Web/Interactive Experiences, User Experience Design, Brand Development, Creative Development, Adobe Creative Suite: (Dreamweaver, Photoshop, Flash, Illustrator, InDesign), HTML, CSS, jQuery.