

# POLLIE BARDEN

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## **Creative Director • Art Director • Human Factors Lead • Project Manager • Creative Design**

Talented and accomplished project and program management professional, with special expertise in creative design, web development, project management, and multi-functional team leadership. Able to liaison effectively between business units and clients. Background in technology research. Adept at facilitating product development and design. Excellent leadership and communications skills.

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## **PROFESSIONAL EXPERIENCE**

Consulting, New York, NY 2007 -Present

### **Information Architect/User Interface/Web Design**

Work with entrepreneurial, educational, and media companies in capacity of information architect, usability and/or web design.

- Designed and implemented architecture and interfaces for a suite of diverse applications for an early stage, consumer mobile services company.
- Web site and CD redesign for non-profit educational media company

SNAGU LLC, New York, NY 2006 - 2008

### **Project Manager / Co-Founder**

Key member of team that designed mobile phone game funded by mtvU's Digital Incubator grant, and established company. Hired contract development and design team and supervised activities.

- Managed complete project life cycle, including budgets, payments, and user testing.
- Worked with mtvU to set up stable backend support for development environment.
- Facilitated games usage to promote 2006 Woodie Awards.
- Personally designed web interface.
- Earned mtvU Digital Incubator Award and accepted into Interactive Telecommunications Show.

NEW YORK UNIVERSITY, New York, NY 2005 - 2007

### **Web Coordinator**

Directed rebranding of TV and Media Services for NYU TV, TV Center, and Campus Cable business divisions. Assessed each division and identified needs. Worked with in-house Web Communicating Group to develop identities and create websites. Supervised Flash and Motion designers.

- Served as Project Manager for all web development, overseeing complete life cycles.
- Worked in conjunction with IT department to resolve long-standing technical issues.
- Improved project management by implementing online task tracking.
- Created graphics and announcement boards for broadcast display.
- Provided technical and content maintenance for NYU TV site.
- Mentored development/design team on copyright and fair usage of images.

DUKE CLINICAL RESEARCH INSTITUTE, Durham, NC 2000 - 2005

### **Web Team Leader**

Hired, trained, and supervised web designers, content managers, developers, and video media professionals. Project Manager on development of web portals for clinical trials. Oversaw project life cycles from conceptualization to launch and maintenance. Developed budgets, schedules, and estimates. Served as Art Director, Usability and Accessibility Tester, and Trainer.

- Established Group in 1 year and took responsibility for web development projects from Duke departments, affiliate partners, and National Institute of Health.
- Reduced clinical trial administrative costs by leading transition to electronic/web-based process.
- Introduced use of video and Flash-based training via websites, to reduce training costs.
- Lowered office costs by implementing web-based feedback forms and dynamic FAQs.

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EAST CAROLINA UNIVERSITY, Greenville, NC

1996 - 2000

**Senior Web Designer, Information Technology and Computing Services (2000)**

- Consulting project involving redesign of school's website. Oversaw team of 3 designers.
- Served as Project Manager and Art Director. Coordinated PR activities relating to new site.
- Directed development of training CD-ROM to accompany website.

**Graphic/Web Designer, Office of News and Information Services (1999-2000)**

- Sole designer. Coordinated 3 writers. Carried out design, production, and delivery of newsletters, annual reports, and medical journals. Assisted on website initiatives.
- Designed architecture and layout of ECU Physicians' website.

**Web/Graphic Designer, Center for Health Sciences Communications (1996-1998)**

- Co-designer for School of Medicine's first online courses and website.

### PREVIOUS EXPERIENCE

**Instructor**, VISION EDUCATION AND MEDIA, New York NY

2005 - 2006

- Instructed and mentored elementary and middle-school students on building LEGO robotic creations.

**Technology Researcher**, COGNITECH CAFÉ, New York, NY

2006

- Conducted research on alternate technologies to assist people with disabilities. Trained users on technologies. Performed troubleshooting of PCs. Assisted with grant preparation activities.

**Instructor**, JAMES SPRUNT COMMUNITY COLLEGE, Kenansville, NC

1999

- Instructed typography and identity design classes. Introduced new class in information design.

**Graphic Designer**, NC AQUARIUMS, Manteo, NC

1995

- Internship position involving design and creation of signage, collateral, banners, and more.

### EDUCATION

**Master of Professional Studies in Interactive Telecommunications**, New York University (2007)**Certificate in Documentary Studies**, Center for Documentary Studies, Duke University (2003)**BFA in Communications Arts**, East Carolina University (1998)

### TECHNICAL SKILLS

Mac, Windows, CSS, XHTML, Dreamweaver, Flash, Fireworks, Illustrator, Freehand, Photoshop, InDesign, QuarkXpress, MS Office, Final Cut Pro, Director, Premiere, Media 100, Sound Edit, ProTools, Processing, JavaScript, Action Script, PHP, XML, Python, Plone, Lingo,

### AFFILIATIONS

Downtown Business Women, CineWomen, American Institute of Graphic Arts, American Center for Design, International Webmasters Association, Type Directors Club, Triangle Women's Filmmakers Club

### ADDITIONAL INFORMATION

Complete lists of foreign studies, film credits, awards, publications, presentations, and training available.  
Portfolio of work available on at [www.pabadesigns.com](http://www.pabadesigns.com)