



Tricia Motiff Stearns 1915 E. Mifflin Street • Madison, WI 53704 • 608.332.7424 • stearnstricia@gmail.com

Experienced website designer. Information architect (goal definition, site architecture, interface design and prototype design.) Natural analytical and research skills. Creative problem solver and out-of-the-box thinker.

**Career Highlights**

- Established American Family Insurance’s mobile style guide, and responsive design guidelines.
- Redesigned the Teen Safe Driver mini-site to achieve better visibility to the program and make the pledge to be a safer driver more interactive. <http://www.teensafedriver.com>
- Leader of the “Fundraising” Committee for *A Fund For Women*—redesigned their current site to give more visibility into the organization and attract a younger group of donors. (Launched October 2009)
- Prototyped (developed the information architecture and the user experience) the Famous Footwear In-Store Kiosks, used by customers to order shoes in Famous Footwear stores nationally.
- Managed, led and created Enzymatic Therapy’s intranet from the ground up, over 50 people in various departments rely on the **product catalog** and **product FAQ applications** on a daily basis.
- Responsible for bringing Enzymatic Therapy’s 3 major brand sites ([www.enzy.com](http://www.enzy.com), [www.phytopharmica.com](http://www.phytopharmica.com), [www.integrativeinc.com](http://www.integrativeinc.com)) in-house **saving the company \$21,924.00** per year in outsourcing costs.
- Responsible for shepherding the company’s 3 major brand sites into successful sites. For example, [www.enzy.com](http://www.enzy.com) has 469 pages and **receives 110,156 user visits** per month, [www.phytopharmica.com](http://www.phytopharmica.com) has 455 pages and receives 18,865 user visits per month and [www.integrativeinc.com](http://www.integrativeinc.com) has over 374 pages and receives 3,882 user visits per month.
- Responsible for all company electronic commerce initiatives, comprised of 5 consumer sites, 2 business sites, and 1 web service based application. These initiatives **brought in \$1,588,817.00** in the first year after launching.

**Computer Skills**

**Adobe:** Photoshop, Illustrator, Acrobat, Director, Flash, Dreamweaver and Fireworks

**Quark Xpress**

**Microsoft:** Visual Studio, Word, Excel, PowerPoint and Visio

**TechSmith:** Morae (usability testing software), Camtasia (video/screen-clicks training—development software)

**Coding:** HTML5, CSS3, JavaScript (& JQuery) and ActionScript. Mac or PC platform.

Programming classes in Visual Basic, C and Java.

**Linked In page:** <http://www.linkedin.com/in/triciamotiffstearns>

**Website Designer/Information Architect**

American Family Insurance Co.	6/11 to present
The Douglas Stewart, Co.	9/07 to 5/11
Famous Footwear, Inc.	4/06 to 8/07
Enzymatic Therapy, Inc	4/98 to 3/06

- Designed responsive websites. Mobile-ready websites and mobile apps.
- Designed the information architecture for all our company’s web applications (internet, intranet). Using Photoshop, Dreamweaver, Fireworks, Flash and Visio.
- Developed the navigational systems and GUIs for all of our web-based solutions. Using HTML5, XML, CSS3, JavaScript.
- Documented the project specifications: emphasized usability and customer requirements.
- Performed usability testing on our company’s websites and utilized that information for improving features. Using TechSmith Morae software.
- Utilized “best practice” techniques for designing websites and email (following W3C standards). Ensured cross-browser interoperability with all designs.

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### Art Director (print, television)

Enzymatic Therapy, Inc.

9/94–3/98

Ovation Marketing, Inc.

7/93–9/94

Jockey International, Inc.

9/89–7/93

- Devised optimal design solutions and interacted with clients.
- Ensured projects were completed on budget and on schedule.
- Directed national ad photo shoots.
- Created and presented national TV campaign storyboards.
- Produced television commercials, offline editing using Adobe Premiere.

### Industry Awards

- 1993 LaCrosse Addy Award (2nd Place--Collateral Media Division, Ovation Marketing, World Book Direct, World Book Ready to Write)
- 1992 Racine Addy Award (2nd Place--Electronic Media Division, TV Regional/National Campaign, Thorobred Advertising, Inc. Jockey International, Inc.)

### Graphic Artist

Seroka & Associates, Inc.

3/89–8/89

UW-Madison Memorial Union

9/88–3/89

- Keylined all creative.
- Designed numerous newsletters and brochures for financial institutions.
- Developed and implemented a postcard direct mail program.
- Analyzed competitive quotes and awarded jobs.

### Internships/College

UW-Whitewater Housing Publications Office

87–88

Whittle Communications

87

- Awarded these internships after a competition with my peers.
- Managed a staff of 3 design students at UW-Whitewater.
- Worked with Editors and Art Directors on magazine layout.

### Education

BA in Art (Graphic Design, Drawing emphasis) • University of Wisconsin-Whitewater

1983-1988

BA in English (Writing emphasis) • University of Wisconsin-Whitewater

1983-1988

Study Abroad Program (London, England) • Ealing College of Higher Education

1985

Certified Webmaster (Internet Administration Emphasis) • UW-Milwaukee Outreach

1999

Urban Hope Entrepreneurial Development Series • Green Bay Small Business Association

2003

### Professional Organizations

NAPP • National Association of Photoshop Professionals

2000-present

### Volunteer/Philanthropy

A Fund For Women • Marketing Committee

2007-present

A Fund For Women • Executive Committee

2010-2012

<http://www.affw.org>