

David Oliver Irons

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PROFILE

Senior level interaction designer with nine years experience applying the principles of usability, information architecture, experience strategy and interaction design to solving marketing and communication challenges. A lively team player and sound strategic thinker who is able to work directly with clients to fulfill business objectives and create designs that delight users.

EXPERIENCE

Senior Interaction Designer, LBi IconNicholson, New York, NY 2006-Present

I work collaboratively with strategists, designers and interface engineers to develop interface functionality, site maps, transaction flows, diagrams, interface schematics and user centered solutions for clients including McKinsey & Company, RobinHood Foundation, Genzyme, Hartz, Nestle Waters and Massachusetts General Hospital.

Communications and Marketing Director, Cinpathogen, Boulder, CO 2007-Present

I manage strategic message development, implementation, internal communications, external publications, media relations, online communications, and knowledge management for a multinational biomedical research company with offices in the United States and China.

Information Architect, Rapp Collins Worldwide , New York, NY 2005-2006

I developed user-centered solutions for projects of varying sizes from large-scale websites to smaller campaign microsites, email campaigns, and banner campaigns. I translated business and user requirements into supportive integrated experiences for clients such as Bank of America, Barclays, DirectTV, The Discovery Channel, Toyota, and XM Radio.

Senior Content Developer, Rapp Collins Healthcare, New York, NY 2004-2006

I led Rapp Collins Healthcare web content development and information architecture efforts. As an integral member of the new business team, I helped grow RCH roster to over 10 brands from pharmaceutical giants such as Pfizer, Merck, Novartis, and Proctor & Gamble.

Content Developer, Rapp Digital, New York, NY 2001-2004

Created and managed online content (websites, banners, and emails) for clients including Norelco, Novartis, Philips, Pfizer and Cantor Fitzgerald.

Freelance Copywriter

I wrote print ads for Ad Council's 9/11 response campaign, developed the online fraternity for Old School: The Movie (Dreamworks) and wrote banner, email and web copy for the New York Times Store.

EDUCATION

University of Colorado, Boulder, CO

B.S. in Advertising from the School of Journalism and Mass Communications

B.A. in Film Studies from the School of Arts and Sciences

SKILLS

- **Software:** Visio, Microsoft Office (Powerpoint, Excel, etc.), Illustrator, InDesign, Photoshop, and Premiere
- Basic skills in HTML, CSS, Flash
- Accomplished comedy writer who has written and directed live shows which have been performed at venues around New York City including the Upright Citizen's Brigade.
- Adept at organizing and directing teams of creative professionals.