

## overview

Award-winning web/print designer with experience working with clients in insurance, financial and technology industries seeks an opportunity in a growing company, where my creativity and vendor management, client liaison and supervisory skills will be best utilized.

## accomplishments

Dovetail Interactive, boston, ma.

09.2001 – Present

### Self employed

- Design lead for a variety of clients in the insurance and managed care industries
- Projects involve establishing a consistent look and feel in line with brand attributes over internet, extranet and intranet
- Work closely with third party vendors (technology) for consistent translation from design to production – includes Oracle Portal vendors

AGENCY.com boston, ma.

11.1999 – 09.2001

### Senior Art Director

#### *CIGNA Corporation:*

- Design lead for a multi-million dollar, 1000 page, award-winning redesign effort for a major AOR relationship for AGENCY.com. A site described as “right on brand” by the client.
- Communicated extensively with client, pitching brand and creative solutions.
- Worked with client’s technical team and third-party vendors, translating expectations and implications of redesign.
- Developed and produced a print and online style guide process for redesigned site - a standardized ROI vehicle for AGENCY.com - used to instruct clients’ internal and external teams on best practices and consistency of navigation, look and feel, font, link and image treatments.

#### *Liberty Insurance:*

- Led a team of designers for a broker/consumer site redesign for the company’s Brazilian affiliate.
- Developed a consumer site establishing a consistent use of brand and positioning across the organization.

THINK new ideas boston, ma.

05.1996 – 04.1999

### Art Director

- Led a team of junior and senior designers in a redesign effort for Progress Software, a key client.
- Established creative solutions for a variety of multimedia, web and CD-ROM projects.
- Worked with account managers to establish creative budget projections.
- Designed award-winning site for Lois Paul & Partners. A site delivered on schedule and within budget.

#### *Major Clients:*

Fidelity Investments, Progress Software, Evergreen Investments, Manulife Insurance, Stratus Technologies

WABU-TV, Channel 68, boston, ma.

03.1994 – 05.1996

### Design Director

- Established and supervised the brand identity for the television news station through promotion, scenic design, show opens and interior graphics, collateral materials and invitations.
- Supervised design, freelance, and interns in the process of on-air graphics from concept to production.

WHDH-TV, Channel 7, boston, ma.

02.1987 – 03.1994

### Design Supervisor

- Developed designs and conceptual approaches to the station's overall look, campaigns and promos (both events related and topical).
- Hired, trained, and developed interns and freelancers in the production of print and on-air projects.
- Designed award-winning collateral materials, sales packages and print advertising.

### education

Rhode Island School of Design, providence ri

BFA, 1986

Simmons College, School of Management, boston, ma.

MBA 2002

### awards

2001 international web awards

web site – CIGNA.com

1997 mimic award

web site – Lois Paul & Partners

1992 broadcast designers association

bronze – WHDH-TV Sail Boston promotional package

1990 broadcast designers association

bronze – WHDH-TV News series ads

1989 broadcast designers association

bronze – WHDH-TV Station holiday card

1988 broadcast designers association

gold – WHDH-TV Fall sales package

### sites

[www.avivausa.com](http://www.avivausa.com)

[www.leodassolymar.com](http://www.leodassolymar.com)

[www.cigna.com/expatriates](http://www.cigna.com/expatriates)

### portfolio

[www.ruthlague.com](http://www.ruthlague.com)