



Profile

Over fifteen years of experience in creative direction and project management, monetizing integrated marketing solutions for multiple high-profile accounts such as CBS, Fidelity, Toyota, and Warner Bros David's Bridal, and Victoria's Secret. I have led ventures within the agency and internet start-up environment, where I was in charge of designing, planning and executing interactive web, cross-media and event campaigns.

Merrilyn Roman

DIRECT

310.403.8849

EMAIL

mromen@mromen.com

URLS

www.mromen.com

www.mromen.com/port/mRomanSamples.pdf

www.linkedin.com/in/mromen

Core Competencies

360 degree brand development and strategy, web design / development, UX (user experience and user-centered design), UI, information architecture, creative brief and requirement specs, photo art direction, advertising, direct marketing, social media, eCommerce, corporate identity, print collateral, package design, mobile apps, photography, communication strategy, copywriting, project management.

Experience

CREATIVE DIRECTOR / DIRECTOR OF USER EXPERIENCE, CBS TV 02/2011 – CURRENT

Key stakeholder responsible for user experience and re-design of two international news websites overseeing content discovery, creative and design teams for CBS TV's new digital business growth plans for TheInsider.com and etonline.com (ET).

- Increased unique monthly visitors on TheInsider.com by 25% each month, page views by 400%, visit depth by 300%, and time on site by 250% in 6 months turning around negative loss site to a highly profitable venture through a series of design improvements based on data analysis of paths and exits, content analysis
- Conceptual and art direction leading parallel design teams in iterative, structured, modular designs, within cycles of development
- Defined the user model and user interface for new and existing products and features across all platforms: web, mobile, social, experiential
- Led content discovery team with innovative solutions for raising brand awareness and building an audience through social and earned media, crowd-sourcing, blogs, SEO, YouTube, Facebook apps and invites, Meebo, Twitter, WhoSay, GetGlue.
- Collaborated with external vendors for ad serving and video distribution system redesigning UI for video players and mobile apps
- Collaborated with Project Managers, Product Managers and Technical Directors to plan for, delegate, oversee, and refine all UX project deliverables (such as strategic vision and creative briefs, concepts, content inventories, information architecture, user flow and page-level optimized wireframes, use cases, etc.)
- Oversaw creation of high fidelity prototypes, assuring fidelity and visual design excellence (elegance as default)
- Monitored metric analysis (Omniture, Google Analytics, Chartbeat) and user research (focus groups, feedback) to facilitate sound ROI.

FOUNDER & CREATIVE DIRECTOR, MERRILYN ROMEN, INC. 01/1996-02/2011

Online marketing agency offering branding, corporate web design, e-commerce, social media, mobile apps, print and cross channel solutions for Fortune 500 clients and advertising agencies



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mromen

> Online and Offline Accounts

Diener, Hauser, Bates Agency (NBC, CBS) • Orion • 20th Century Fox • Chabad Warner Brothers • Fidelity Financial • Financial Finesse • Dancer, Fitzgerald Sample (Toyota, Bridgestone, Clearasil) • *The Green Room with Paul Provenza* (Showtime) • Bullock's • "Architectural Digest" • "Bon Apetit" • Hyatt Hotels • Petco

CREATIVE DIRECTOR, MOTION PICTURE ASSOCIATION - 10/2007-07/2009

Sr. Member of Communications international team spearheading re-design and UX of existing MPAA.org website to include use of streaming video seminars, interactive, informational maps and the creation of user-centric channels.

- Designed UI of an online media site targeting college students which provided streaming movies and film directories in technical collaboration with HULU
- Co-created anti-piracy movie trailer to be shown prior to all major studio feature films and home videos worldwide
- Co-created documentary film of the history of the MPAA

SR. ART DIRECTOR, SCREEN ACTORS GUILD - 05/2003-10/2007

Creative executive lead on all print, interactive and video initiatives.

- Redesigned "Screen Actor" magazine and art directed photo shoots, overseeing design team, and streamlining production to reduce costs by 90%
- UI design of iActor, online casting program with accompanying marketing
- Designed and front-end development of SAG e-commerce site
- Photographed SAG awards

ART DIRECTOR, WELLS RICH GREENE

Max Factor (TV and print), Columbia Pictures (key art, logos, collateral), Ralston Purina (print), Jack-in-the Box (TV and print)

ART DIRECTOR, DESIGNER, PROJECT MANAGER, ALBUM GRAPHICS, INC.

Warner Brothers, A&M, Arista, MCA/Universal, Elektra

Teaching and Public Speaking

California State University - Northridge, CA – Interactive Design and Advertising Art
UCLA – Visiting Instructor – Creative Art Director for Entertainment
Learning Tree University – Chatsworth, CA – Web Project Mgmt., Creative Suite
The Multimedia Institute – Studio City, CA – Color Theory, Web Design
Small Business Association of Los Angeles - How to Work with a Web Design Agency

Awards

Communication Arts/Interactive, Webby

Education

University of Wisconsin - Madison, B.A. Communication Arts
Northwestern University - Evanston, Illinois Radio, TV, Film
Academy of Entertainment & Technology - Interactive Design
UCLA - Los Angeles, CA