

ELLEN C. PERRY

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ACCOMPLISHMENTS

- Designed a streaming video site, mobile app and Roku channel for a startup (spiritclips.com) that was recently sold to a Fortune 500 company (Hallmark Hall of Fame).
- Designed a membership technology-training site for a successful startup (retailaccess.com) that was acquired by a larger marketing agency (BDS Marketing).
- Founded a nonprofit organization (Claremont Wildlands Conservancy) that raised over \$11.5 million dollars through community action to purchase several acres of land in the hillsides above Claremont, California in order to create a wilderness preserve.

SKILL SET

Concepts, Wireframes, Usability Tests, Persona Creation, A/B Tests, User Paths, Competitor Research, Visual Design, Drawing, Photoshop, Illustrator, WordPress, InDesign, Dreamweaver, HTML, CSS, Email Creation, Content for Blogs/Facebook, Graphics for Flash, Omnigraffle, Agile/SCRUM.

PREVIOUS CLIENTS AND COMPANIES

SpiritClips (Spirit EMX), Keystone Marketing Associates (vendor sites for Logitech, Symantec, AMD, Wacom, and Broderbund), The Peter F. Drucker and Masatoshi Ito Graduate School of Management, United States Container Corp., Girl Scouts Mt. Wilson Vista Council, San Gabriel Mts. Regional Conservancy, Southern California Edison, Los Angeles Times.

EMPLOYMENT HISTORY

ellenperry design Culver City, CA 90230

Principal November 2011 – Present

User-centered focus on experience and interface design, wireframes, personas, user flow, concepting, GUI, web, Roku, and mobile apps.

Spirit EMX Los Angeles, CA 90025

Senior UX/Visual Designer June 2009 – November 2011

Worked with Academy Award–winning producer and web team to create a startup membership site featuring family-friendly, inspirational films, stories, and community. Spiritclips was acquired by Hallmark Hall of Fame on March 31, 2012.

HIGHLIGHTS

- Increased free membership by 500% in two years and tripled premium membership through improved site design and email marketing campaigns.
- Created new product ideas engendering successful partnerships with Hallmark Hall of Fame (streaming/VOD), Successories.com, SpeakerMatch, and Dale Carnegie Franchisees (exclusive training site using the Silverlight player).
- Tracked progress of all initiatives on site and in google analytics. Used Agile/SCRUM methodology to manage projects.
- Won “Mom’s Choice Award”, Gold Recipient for website design.
- Designed interface and graphics for mobile apps and Roku channel.

ellenperry design Montclair, CA 91763

Principal June 1999 – June 2009

Designed and produced over 25 websites for a diverse range of clients including:

- Keystone Marketing Specialists (designed Retail Access, an online training site that had microsites for technology companies such as Logitech, Symantec, Broderbund, Wacom, AMD, Visioneer)
- The Peter F. Drucker and Masatoshi Ito Graduate School of Management
- Southern California Edison (intranet as well as consumer facing sites)
- Oaktree Medical Center
- Mid Valley Recovery Services, Inc.
- Girl Scouts — Mt. Wilson Vista Council
- San Gabriel Mts. Regional Conservancy
- United States Container Corporation
- Eurostyle Your Life

HIGHLIGHTS

Keystone Marketing Specialists

Designed Retail Access (for Keystone Marketing Specialists), a successful membership portal for sales associates to receive product training from hi-tech vendor partners.

- In 2009, after 9 years of successful growth, RetailAccess.com became a valued part of the BDS Marketing agency.

The Peter F. Drucker/Masatoshi Ito Graduate School of Management

Redesigned the site to reflect their mission of innovation and excellence.

- Developed competitor analysis, personas, wireframes, flow charts and initial designs for a new dynamic, easily updatable site.

Southern California Edison

- Worked on SCE's first intranet site and consumer facing site for Edison's Carrier Solutions. Provided visual designs, banners, and Flash intro.

Oaktree Medical Center

- Created site for Radiology Center featuring online scans viewable by physicians and scheduling, procedures information for patients.

Mid Valley Recovery Services, Inc.

- Informational site for non-profit organization.

Girl Scouts Mt. Wilson Vista Council

- Award-winning site for active Girl Scouts, their parents, and prospective Scouts.

San Gabriel Mts. Regional Conservancy

- Identity and website offers for local conservancy.

United States Container Corp.

- Ecommerce site for container company.

Eurostyle Your Life

- Ecommerce site for life-styles store.

RWR Companies

- Showcase site for real estate/builder.

Los Angeles Times Los Angeles, CA 90025

Assistant Art Director, Graphic and Web Design

Creative Services and Marketing

July 1992 – June 1999

Created collateral, multimedia presentations, and graphics for sales and marketing to attract new advertising. Designed interaction, storyboards, interface, and programmed presentations for Recruitment, National Automotive and National Airline categories.

Created web pages and graphics for latimes.com.

AWARDS

- **2010 Mom's Choice Award**
Gold Recipient, spiritclips.com
- **PRO Award**
PCLA (Public Communicators of Los Angeles),
Girl Scouts — Mt. Wilson Vista Council website
- **Innovation and Teamwork**
Los Angeles Times Advertising Award

COMMUNITY

Founding Member — Claremont Wildlands Conservancy

Established a non-profit conservancy that raised \$11.5 million dollars over 10 years to purchase and forever preserve the hillsides above Claremont, California.

EDUCATION

Art Center College of Design

Public Program, Pasadena, CA 91103

LINKED IN RECOMMENDATIONS

“Ellen Perry @ epdesign is Fantastic to work with. My web presence was not anywhere where I wanted it to be both with information, beauty or for commerce. She is so easy and fun to work with, a level-headed & great team player. Extremely talented, she takes initiative and teaches as she guides you to success. What more could I ask for? Impeccable, trustworthy, Inspirational and I'm WOWED daily by our construction of my web presence. It's a work of beauty, information and user interface friendly.”

Gary Stuart, Founder, Constellation Healing Institute, Inc.

“Ellen is supremely passionate and personally invested in her work. While working at SpiritClips, she was always willing to put in long hours to get a project exactly right. She's eager to learn, and as a coworker, she is supportive, caring, and big-hearted.”

Steven Tagle, Website Producer, SpiritClips

“Ellen is a pleasure to work with. Extremely passionate and dedicated to her work. She has the ability to inspire and encourage people to do their best. She is very creative and has many wonderful ideas! She also makes sure to make the work environment fun for the people around her. One of the most hard working people I every met.”

Nare Mkrtchyan, Associate Producer, SpiritClips

“Ellen is an inspiration at work. Never have I worked with someone more capable of producing so many excellent ideas in so short a time. Her dedication and focus will be an asset to any projects or brands she chooses to support. Her existing skills are paralleled only by her ability to develop new skills as circumstance and her interest dictate. I look forward to working with and learning from Ellen in the future.”

Gretchen Rognlien, Director of Creative Services, Chameleon Creative Group

“Ellen is an extremely talented and insightful professional to work with. I had the privilege to work with her in a class I taught several years ago at the Art Center College of Design and it has been an honor to see how she has progressed with her creative career. I highly recommend Ellen for any opportunity involving creativity, diligence, and a desire to exceed expectations.”

Tony Luna, Adjunct Professor, Art Center College of Design