

# Mark Fassbender

design for the user experience

+1 651.592.3704  
www.flashbender.com  
flashbender@gmail.com

## CAREER OVERVIEW

I have over 10 years of experience working in the interactive industry. During that time I have worked for a variety of businesses including everything from a being a freelance designer to the internal creative department of a fortune 200 company.

My unique combination of design aesthetics, technical knowledge, usability principles and a deep understanding of user behaviors allows me to deliver innovative and engaging solutions with tangible, measurable results.

## EXPERIENCE - fulltime

02/2007 to present · **online art director** · Fingerhut.com (USA)

- concept and design weekly homepage and email promotions
- develop a testing plan for complete site redesign to increase purchases, return visits and customer satisfaction
- create style guide to define the online presence of Fingerhut Direct Marketing
- provide art direction to contractors and external vendors

09/2005 to 02/2007 · **sr. designer** · Contract Employee, Target.com (USA)

- work with merchandising, marketing, planning and management teams to determine the best approach for a weekly homepage promotion
- concept, design and build Flash interactive pieces for the Target.com homepage on a weekly basis
- plan, concept, design and build site features for Target.com including micro-sites, shopping applications, and promotional banners
- review and analyze homepage performance briefs to determine best approaches to individual promotions

04/1999 to 09/2005 · **sr. designer** · Leisure Incorporated (USA)

- host client meetings to determine project objectives and timeline
- present creative briefs and host progress report meetings with clients
- concept, design, and layout a diverse mix of web sites, cd presentations and user interfaces
- communicate with design team members, contracted developers, and vendors to ensure the project is delivered on time.
- design prototype interfaces for a range of products including exercise and medical equipment

11/1997 to 04/1999 · **interactive designer** · the Quikpages (USA)

- member of style committee responsible for developing web site templates used in proprietary software
- develop, modify, and maintain retail business web sites

## SKILLS OVERVIEW

Flash · advanced  
Dreamweaver · advanced  
Photoshop · advanced  
ImageReady · advanced  
Illustrator · intermediate  
Audacity · intermediate  
MS office · intermediate  
  
ActionScript · design oriented  
JavaScript · intermediate  
HTML · advanced  
CSS · intermediate  
XML · basic  
  
Mac + PC Familiarity · advanced  
PC Hardware · intermediate

## REAL WORLD RESULTS

Strategic Design is my forte. The creation of an effective website requires an indepth study of many factors: what content it to be presented, how to present the content visually, what technology will be used, and most importantly, how the user will find and interact with the site and its content.

My knowledge of the following enables me to successfully apply strategic design principle to achieve an engaging and effective interactive experience.

- Online Marketing Strategies
- Information Design
- Usability Principles
- Online User Behavior
- Current and Emerging Technologies

As an example of strategic design at work, the initial redesign of Fingerhut.com resulted in the site's first daily sales of \$1 million, its first \$10 million week, a site revenue increase of 49%, and a 649% increase in email generated sales.

## EXPERIENCE - freelance

### **Navvo** · An Entertainment+Information Company (Eden Prairie, MN, USA)

*User interface design and planning, visual design, icon design, css*

Navvo approached me to help them design a skin for their new media player based on the Logitech SlimSkin. We performed a detailed usability study of the SlimSkin framework and devised ways to not only improve on its interface but also include new features unique to the Voco system. After creating user scenarios and identifying potential problem areas I was able to provide a solution that delivered the best user experience while still fitting within the Logitech SlimServer framework.

### **Boom Studios** · Comic Book Publisher (Los Angeles, CA, USA)

*User interface design, graphic design*

I was asked to develop a new online identity for Boom Studios' website. The new design allows a customer to quickly and easily find what they need – to buy a book, read reviews, interact on a forum or view upcoming events. The templates I designed were then turned over a production team for integration into a content management system. This project is still in development.

### **SpotArt Gallery** · Art Gallery (Minneapolis, MN, USA)

*Flash design, Actionscript, XML*

I designed and developed a flash based application that allowed gallery visitors to view past exhibitions, learn about the gallery and preview upcoming featured artists. A combination of Flash and XML was used to allow for maximum flexibility and to allow the client to make updates on their own.

### **Nolen Shore** · Real Estate Development (Madison, WI, USA)

*User Interface Design, Flash Design, Actionscript, XML*

On the Nolen Shore project I collaborated with another designer to create an engaging site highlighting the features and benefits of a new real estate development. We decided to use flash to display an interactive map of the development and used an XML feed to display photographs, floorplans, and detailed unit information.

## EDUCATION

The University of Wisconsin, Madison, WI  
Bachelor of Arts in Classical Humanities  
June, 1996

---

## NATIONALITY

United States of America

---

## REFERENCES

Andrew Carney  
Sr. Marketing Coordinator  
at Leo A. Daly  
andrewcarney@earthlink.net

Rich Schindeldecker  
Creative Manager Interactive Marketing  
at Target Corporation  
rich@richschindeldecker.com

Patrick Smith  
Sr. Art Director, Interactive  
at RPM Connect  
robot@tcinternet.net

---