

Clinton Barth

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OBJECTIVE

Leverage knowledge and skills to obtain a design position within a strategy & planning firm that values a user-centric approach to innovation.

EDUCATION

Institute of Design

Expected graduation: May 2007

Master of Design candidate with a concentration in Design Planning. Coursework includes Structured Planning, User Observation, Communication Design and Design Strategy.

Seton Hall University

December 1999

Bachelor of Arts degree with a concentration in Mass Communication. Developed skills used in the adaptation of messages to target specific audiences across different media.

NON-DEGREE

Rhode Island School of Design

September 2003 - May 2004

Continuing Education classes in Graphic Design

Seton Hall University

September 2002 - August 2003

Graduate-level studies in Corporate Communications

School of Visual Arts

September 2001 - September 2002

Continuing Education classes Graphic Design

SKILLS

Large-scale system planning & evaluation
Strategic planning & innovation
Business concept illustration/prototyping
Brand definition & strategy
Organizational communication/teamwork

EXPERIENCE

McDonald's Corporation, Customer Experience Design Intern

June 2006 - August 2006

- Analyzed existing service model to determine stress points and weaknesses. Developed appropriate solutions for providing more effective service.
- Designed a new in-store experience to provide customers with a more compelling, brand appropriate message and service. To be implemented in restaurants worldwide by 2010.
- Conducted full-scale behavioral prototyping to determine relative strengths and weaknesses of several different solutions. Participated in focus group and contextual interviewing with customers.

Avenue A | Razorfish, User Experience Intern

June 2005 - August 2005

- Redefined and extended Customer Experience framework to provide additional value to the organization through a more user-centric approach.
- Conducted secondary research and stakeholder interviews to document industry-specific case studies and provide best practice recommendations.
- Participated in creative and user experience meetings for several large scale projects.

Price-Driscoll Corporation, Marketing Manager

August 2003 - May 2004

- Defined corporate brand and competitive strategy based on market research and organizational strengths.
- Managed company website design and production including coordination of content development between various departments and delegation of workload to produce timely results.
- Designed product packaging for the release of new product line.
- Produced a variety of printed materials for use in trade journals and shows as well as customer direct mailings.

516 Media, Freelance Designer

October 2002 - September 2006

- Consulted in the areas of brand definition, design strategy and marketing for a variety of organizations.
- Designed and produced a variety of materials including corporate identities, print materials, interactive media, wireframes, information structures and user interfaces.
- Developed new business opportunities and built upon existing client relations.