

Vaughn Aldredge

Design director

I provide market-driven design direction for small to mid-sized companies that work at a start-up's pace. I lead the design and implementation of simple, easy-to-use web, web-application, mobile-web and mobile application interfaces that provide intuitive, effective experiences for the people who use them. I have also brought numerous product and company brand identities from concept to production to deployment. My skill set, developed over the past 15 years, would benefit any team needing data-supported design leadership, or a smaller company needing to integrate the push for optimal design with first-to-market realities.

Professional History/Accomplishments



Design Director

Medio Systems Inc.
2005 to present

Responsible for directing the user experience and visual design of multiple web-based and mobile products. Developed the identity and supporting marketing systems for each new product, as well as multiple identities for Medio Systems itself.

Major Projects

uSearch Mobile Search Platform – uSearch was a pre-packaged mobile search platform for that allowed mobile carriers to provide web-search for their customers when the mobile web was in its infancy. I produced the complete experience design, visual design and brand integration for customers and partners—including: Verizon, T-Mobile, T-Mobile International, Nokia, Telus Mobile, Vodaphone, AT&T, Ampd and Sprint.

Lotza Mobile Application – Lotza is a mobile application that aggregates deals from all over the web and mobile web. I directed and produced the complete mobile app experience, visual design, and brand identity, including logo, supporting web site and mobile web site, and supporting marketing and sales collateral.

Medio Active Dashboards – Medio Active Dashboards is a web-application that interacts with Medio's cloud-based, big-data analytics platform. It allows Medio customers to gain insight on key user metrics, and predict user needs. I directed the complete experience design, visual design, and brand identity.

Medio Promotions Manager – The Promotions Manager allows Medio customers to rapidly create promotions and track the effectiveness of those promotions in real-time. I directed the complete experience and visual design.

Medio Brand Identity – I directed the first two Medio rebrands, which involved the design and production of: logo, websites, business system, and sales and marketing collateral.



Lead Interface Designer and Acting MarCom Art Director

Intelligent Results Inc.
2002 to 2005

Responsible for leading the design of three world-class, web-based, enterprise software applications. In addition, was the acting art director for the Marketing Communications department.

Major UX Projects:

- IRStrategy
- IRAnalytics
- IRDiscover redesign

Design direction for these three web-based, enterprise applications, including task analysis, user flow design, interaction design (many rounds of clickable wire-frames), visual design, and brand identity for each.

Major MarCom Projects

- Designed Intelligent Results identity and brand style guide
- Produced identity roll-out: web site, business system, sales collateral, and trade-show booth
- Developed complimentary sub-brands for each separate software entity



Lead Interface Designer

Amazon.com
1999 to April 2002

Responsible for the design of industry standard, database-driven interfaces, design and production of store brands on the site, improving the performance of existing interfaces/user task flows, as well as designing for testing and analysis in all phases of production.

Highlights

- 2000 Redesign of Amazon Product Page
- Designed look & feel for Single-Page Checkout
- Redesigned ACN partners Greenlight.com and Drugstore.com
- Design of Target Store on Amazon.com
- Designed templates for and helped to create specification for general partner integration moving forward at Amazon.com
- Designed and helped to develop the specification for New and Used parity on the product page
- Designed zShops UX and identity and V2 of Amazon Auctions
- Designed Seller Storefronts and Advanced Seller Tools for supply chain and billing management

Skills | I offer specific expertise in these areas:

Graphic design – educated in classic design principles, including advanced typography, color theory, marketing, and print design

User experience design – user/task analysis, workflow design, interaction design (functional rapid prototyping)

Product visual design – market/user/competitive analysis, rapid visual design iterations, graphics creation and production

Information architecture – display of complex, dynamic information systems, taxonomies, and navigation

Web site and mobile web site production – capable of designing, producing and launching web and mobile-web sites. Fluent in HTML, CSS. Thorough understanding of browser compatibility issues and responsive design

Tools – Macintosh user fluent in Photoshop, Dreamweaver, and Illustrator

Education | Art Institute, Seattle

Associate of Applied Arts in visual communication
Concentration on illustration and graphic design
Attended Student Studio; comprised of the top ten students. GPA 3.92, 1991

Parsons School of Design, New York

Summer Magnet Program
GPA 4.0, 1988