

# Mark Scott Kessler

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## OBJECTIVE

I am currently looking for a senior director/executive level opportunity to work with an organization that designs, develops and implements world-class interactive solutions based on sound business requirements and user-centered design principles.

## SUMMARY

Excellent communication, presentation and analytical skills including practice and departmental management, project management, strategic direction, vision and scope definition, budgeting, client interaction and risk/issue resolution management. In-depth experience with both online and offline brand orientation, rationalization and identity development including corporate strategy design, execution and implementation. Expert-level experience with target audience and user profile definition, scenario creation, functionality specification and scope assessment. Experienced with web marketing, analysis and metric reporting including search engine optimization (SEO), keyword development and web-based reporting.

## EXPERIENCE

### **Bank of America, San Francisco, CA, USA**

**(08/07 – 03/08)**

*Senior Vice President/Executive Creative Director*

As SVP/ECD I was responsible for the overall management and creative output of the editorial, interaction and visual design teams covering brand, tone, messaging and ultimately user experience across awareness, consideration, purchase and service. Additionally, I was accountable for ensuring the proper application of the Bank of America editorial, interaction and visual design style guides and brand standards throughout the Bank's online properties. Delivering all projects in accordance with project timelines and overall initiative strategy. Managing and developing the editorial, interaction and visual design teams by defining vision, direction and goals for the team, identifying and providing training, development, coaching and mentoring; and identifying/developing high-potential team members. Working closely with business partners to set clear expectations and goals and ensure that deliverables achieve the desired results. Ensuring a high degree of collaboration with Business, Technology and Change Management partners to develop successful concepts for projects and then execute them in a quality, timely and cost-effective manner. Inspiring the creative team to constantly strive for excellence.

### **Adobe Systems Incorporated, San Jose/San Francisco, CA, USA** (04/05 – 07/07)

*Director – Interactive Design*

Ultimately responsible for overseeing the design, development and overall user experience of online deliverables spanning Adobe's vertical business units and corporate marketing. Managed a team of 30+ full-time employees and contractors including one-on-one management of seven senior management-level direct reports. Responsibilities also included leading individual business unit and corporate marketing interactive initiatives spanning email marketing campaigns, microsite/minisite development, web metrics and reporting and Adobe.com content, design, production, development and implementation. Managed existing external agency and vendor relationships including overall creative and development approval.

### **Sapient Corporation, Atlanta, GA, USA**

**(07/04 – 04/05)**

*Senior Manager User Experience*

Responsibilities encompassed framing the business value of User Experience, the day-to-day management of User Experience teams and for executing on client engagements. Worked closely with project leadership to develop overall budget and scope and to ensure that project goals were framed to meet client's business goals and objectives. Oversaw, executed, and provided conceptual direction for key aspects of research, design, and development of solutions and drove iterative, evaluative processes as needed. Contributed to scoping, planning and estimating activities, as well as mentoring, coaching and guiding Associates, Senior Associates, and Managers of User Experience practitioners.



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## WORK URLS

[www.adobe.com](http://www.adobe.com)  
[www.adobe.com/products/photoshop/family](http://www.adobe.com/products/photoshop/family)  
[www.adobe.com/jp/creativemind/CS2.swf](http://www.adobe.com/jp/creativemind/CS2.swf)  
[www.adobe.com/creativelicense](http://www.adobe.com/creativelicense)  
[www.adobe.com/products/creativesuite](http://www.adobe.com/products/creativesuite)  
[www.bankofamerica.com](http://www.bankofamerica.com)  
[www.smallbusinessonlinecommunity.bankofamerica.com](http://www.smallbusinessonlinecommunity.bankofamerica.com)  
[www.philips.com](http://www.philips.com)  
[www.design.philips.com](http://www.design.philips.com)  
[www.dvdrecorder.philips.com](http://www.dvdrecorder.philips.com)  
[www.flattv.philips.com](http://www.flattv.philips.com)

## CLIENT LIST

Adobe  
American Express  
Bank of America  
Coca-Cola  
Delta Airlines  
Ford Motor Company  
General Electric  
Hallmark  
Intel  
Magnavox  
Nextel  
Nike  
Norelco  
Philips Consumer Electronics  
Philips Domestic Appliances  
Philips Lighting  
Philips Medical  
Proctor & Gamble  
Qantas  
Red Bull  
The Gap  
United Airlines

## REFERENCES

Available upon request

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## AWARDS

### Adobe

#### The Creative Mind

- People's Voice - Winner for Best Corporate Communications Website
- People's Voice - Winner for IT Hardware/Software category
- People's Voice - Winner for Best Use of Animation or Motion Graphics
- Webby Award & People's Voice - Winner for Best Use of Video or Moving Image
- Art Directors Club Awards - Order of Merit for Best Microsite
- FITC Interactive Design & Technology Awards - Winner for Advertisement Category
- Communication Arts Interactive Annual 2007 - Featured Site
- One Show Awards - Finalist for Website Category
- Clio Awards - Finalist for Consumer-Targeted Site
- Cannes Cyber Lion - Finalist for Business Products and Services

### Philips

#### Philips Designing At Home

- American Design Awards - Gold Medal for 2004
- ABC Golden Flame Award - Best of the Best, Internet 2004
- Web Awards - Outstanding Website 2004
- Macromedia Site of the Day 2004

#### Philips DVD

- American Design Awards - Gold Medal 2004
- Communication Arts Site of the Week for September 2004
- Macromedia Site of the Day 2004

#### Philips Flat TV

- American Design Awards - Silver Medal 2004
- Macromedia Site of the Day 2004

#### Philips Personal Infotainment

- Macromedia Site of the Day 2004

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## CASE STUDIES

**Adobe Creative Minds** - <http://www.adobe.com/jp/creativemind/>

### Project Description

Create an integrated, customer-focused online experience for designers to self-select/find information they want in order to learn more about the benefits of upgrading to Creative Suite 2.

### Project Challenge

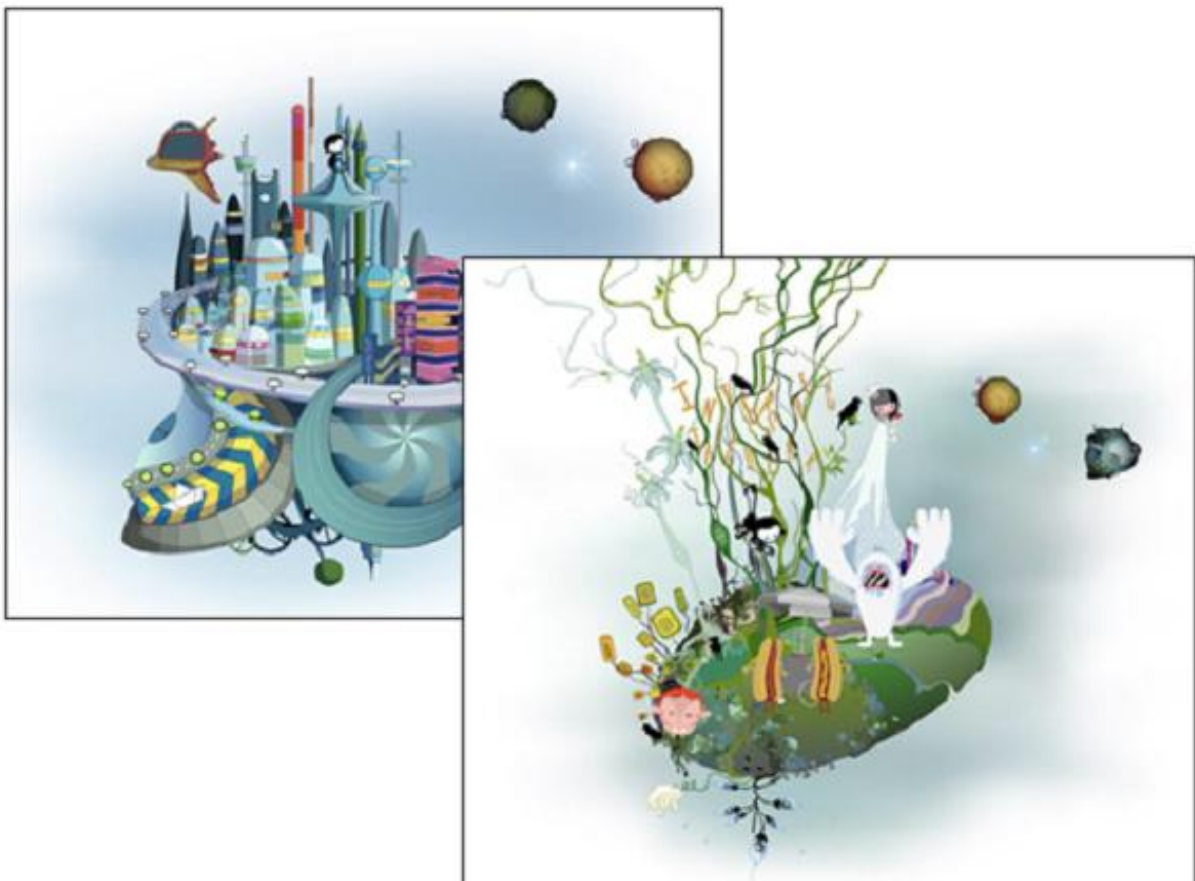
The challenge is to create a destination website that is innovative, scalable, easy to update and maintain, easy to localize in multiple languages, visually engaging and relevant. The website should be developed with a phased approach to ensure content is up-to-date and new features/functionality can be introduced promoting return visits. It is expected that the lifespan of the website will be between 12 and 15 months with the option of extending longer.

### Project Goals

- Inspire designers by reaffirming the CS2 brand experience and by showcasing our customers such as respected design firms, ad agencies, and magazine publishers, whose cutting-edge work was developed using Creative Suite 2
- Up-level information that demonstrates the value of the suite – workflow integration - as well as the key features of the point product components that make up the suite
- Provide persistent links to aid consideration: drive trials, eSeminar registration, and purchase

### Project Metrics

- Metrics were based on industry standard/accepted benchmarks including:
- Overall traffic to the landing area
- Total user time spent on the website including drop-off rates
- Time spent viewing and engaging with interactive features and content
- Number of trial downloads and eSeminar registrations (establish benchmarks)
- Traffic to the Adobe.com store and purchase
- Repeat visitors



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## CASE STUDIES

### Philips Business Solutions

#### The challenge

- The Business Advantage Program will enable Philips to deploy a Corporate End User affinity program that provides access to the full line of Philips Business Solutions product, fulfilled by the customer's partner of choice. In addition to the affinity program benefits, the Business Advantage program will provide Corporate customers with the ability to purchase Philips Business Solutions products at a discounted rate.

#### The solution

- Corporate Customers will access the corporate program by visiting a Philips Business Advantage Web site. The Web site will include comprehensive product and promotional offerings. Customers will have the ability to review products and request a discount certificate. Registered users will be able to return to the site to review the certificate's status and request additional certificates.
- Customers will be asked to select a preferred Reseller for the identified products that certificates have been requested for. This will enable Customers to do business with a variety of resellers if they choose. If a Customer does not have a Reseller partner, Philips will access their requested certificate and pair them with an active Reseller in their territory.

#### The result

- Tangible business results in first 3 months of program/Web site operation  
More than 250 registered customers and more than \$1 Million in sales
- Certificate approval  
Previous: Single transaction per approval  
Now: Multiple simultaneous transactions per approval
- Average certificate approval time  
Previous: Approx. 8 minutes (480 seconds) per certificate  
Now: Approx 30 seconds per multiple certificates
- Tracking and Reporting  
Previous: Manual process involving outside third-party  
Now: Client gets access to real-time statistics via the Web interface

