



Purpose:

To work in a position where I can influence and contribute to the creation of quality visual communications through the use of solid strategies, sound creative concepts and strong branding - both online and offline; To work in a challenging and creative environment with a team of individuals who are also committed to excellence and quality in all they do, but who also know how to have a good time.

Creative Director LEGO.com, LEGO Interactive Experiences, Enfield CT (February 2000 - present)

LEGO Systems is a world renowned toy company. As a Creative Director for LEGO.com, I am responsible for developing, designing and maintaining the e-commerce portion of this site. I manage a team of designers, producers, and tech resources in several locations (CT, NY and Europe). I was instrumental in creating and launching a completely new e-commerce site for LEGO from the ground up. This involved managing many internal as well as external resources to get the project done on time and under budget. Furthermore, I communicated closely with other segments within the LEGO Company in order to synergies the company's strengths and resources into one consistent Brand experience for the LEGO customer. This involved coordinating closely with supply chain as well as with the off-line printed catalog team to assure consistency and efficacy. Currently, my team and I have redesigned the ecommerce site twice with positive results in both consumer feedback and sales. We constantly update and enhance the site with minor changes that add new functionality and ease of use to the site. Since the launch of the ecommerce site, we have more than doubled our direct to consumer sales and the web site now accounts for over 70% of that business.

Senior Graphic Designer, LEGO Systems, Inc., Enfield CT (June 1997 - February 2000)

As a Senior Graphic Designer I worked with a team of professionals to create marketing pieces for all of LEGO's North and South American markets including the US. Responsibilities included designing, art directing photo shoots, managing and teaching other designers, and budgeting. Design work consisted of POP displays, advertising and direct marketing pieces. My primary responsibilities involved designing and overseeing the LEGO Shop-at-Home Direct Marketing Catalogs. These catalogs were distributed to over 1.2 million homes 7 times a year, and accounted for over 24 million dollars worth of sales (a 43% sales increase after I started designing the catalogs). I was also involved in helping the department transition from using outside vendors to internally producing and managing all of our prepress needs. This included buying new equipment and hiring of new personnel. Worked closely with direct marketing, sales, brands, legal, and Media departments to meet all their marketing needs.

Experience:

Creative Manager, Specular International, Amherst MA (October, 1996- June 1997[because of company buyout.]

Specular is a 3D graphics software company that competes globally in the fast paced software industry. As Creative Manager I was responsible for maintaining the company's graphic integrity and look through all marketing mediums - Catalogs, Sell Sheets, Postcards, Packaging, Manuals, Quick Reference Cards, Interactive Presentations, Web Graphics, Advertising and Promotions. This included marketing efforts for this country and Asia, Europe, North America, and South America. I worked closely with the Marketing Manager to develop and implement marketing strategies in an exciting, timely and cost effective way. Also worked with other departments to create creative solutions for in house projects and supporting materials.

Head of Graphics, Vision Graphics, Inc., Ludlow MA (July, 1993- October, 1996)

Responsible for establishing and managing the graphics department for this growing color prepress house. Hiring new employees. Supervising employees. Overseeing the Macintosh setup and upgrading equipment and software. Meeting with clients and helping them with design problems and Macintosh problems. Designing catalogs, brochures, sell sheets, advertisements, logos, package design and computer illustrations. Art directing photo shoots. Recent responsibilities include expanding the department to include interactive design. Both learning and teaching HTML and Lingo. Establishing a web presence for the company. Clients include Smith & Wesson, LEGO, Friendly's, Ryder Trucks, Savage Arms, Cumberland Farms, Pratt & Austin, and Milton Bradley.

Head of Graphics, Turley Publications, Inc., Palmer MA (January 1993 - June 1993)

Job consisted of managing the graphics department for this newspaper company. Supervising employees and training employees on the Macintosh; easing them into the use of electronic desktop publishing instead of cutting and pasting. Consistently put out 7 local papers a week and several college papers during the school year. Misc. booklets catalogs and flyers were put out as well. Clients included Minority News Newspaper, Springfield College, Westfield State College, Boston YMCA, and Connecticut Morgan Horse Show.

Graphic Artist, O' Design, Belchertown MA (Dec. 1992 - Dec. 1993)

Job consisted of page design and electronic layout of all design projects. Thumbnail sketches were given by the head designer and I would create them electronically. Jobs consisted of catalog design and package design.



2004

Internet Top 50 sites - Best of the Web Award 2004 - Internet Retailer
eTail Web Analytics award winner - eTail
Best Practices in a website - Webby Award Nomination
Top 5 most popular site for Toys and games - Alexa.com
Top 10 Retail Site Search - Jupiter Report

2003

Site of the Fortnight - Computer Active Magazine, July 20, 2003
SEPTEMBER 2003 redesign of commerce site

Awards:

User comments:

"This new format is easy to navigate and has a simple clean look."

"This new redesign looks so nice and clean! I want to spend money here!"

Stats

Checkout start rate increased by 90%

Order Conversion Rate increased by 76%

2002

"One of the most functional and user friendly business to consumer websites"
- Danish National IT Trade Organization, Feb 2002

"(LEGO has) one of the most sophisticated e-commerce operations I know"
- Financial Times Newspaper, David Bown, Friday December 13, 2002

2001

"Best of the Web" Award - Forbes Magazine 2001 - Toy Site Category

Education:

Yale University, New Haven CT 06520
Bachelor of Arts, Graphic Design - May, 1992

Ludlow Senior High School (1984-1988)
Diploma; Class rank: 7 of 252.

Amherst College, fall drawing seminar, (1987)

Skills:

Managerial Skills-

Capable of juggling multiple projects and multiple teams of people,

Client relations, employee supervision and training,

An experienced eye for aesthetic issues relating to design and user experience.

Interactive Design and presentations, Internet project management; photo art direction; Illustration, design, knowledge of electronic prepress & printing issues; basic photography.

Computer Skills-

Expert with:

Photoshop; Quark Xpress; Freehand; Illustrator; Infini-D; MS Word, Excel, Flash, Outlook. Equally comfortable with the PC (Windows XP) as with the Macintosh.

Familiarity with:

HTML; Dreamweaver, Fireworks, Pagemaker; Director

Fluent Portuguese.

Interests:

Racquetball, Yoga, Weight Lifting, Woodworking, Drawing, Comic Books, Disney

Websites:

<http://www.LEGOShop.com> • <http://www.mariopereira.com>