

# ARTHUR W. ZIPPEL

24282 Los Serranos Drive • Laguna Niguel, CA 92677 • (714) 357-7578  
[art@artzippel.com](mailto:art@artzippel.com) • [www.artzippel.com](http://www.artzippel.com)

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## Web Site Visual Designer / Developer

### Summary

Experienced visual designer with demonstrated graphic skills for print and web. Dedicated to understanding users' goals and expectations and using these as the driving force for creating efficient and practical user experiences that enhance brand value and empower successful task completion for users.

### Qualifications

- 15 years of user interaction/experience visual design built on education in graphic design and psychology.
- Skilled at developing solutions that employ core usability principles.
- Focused on providing measurable value to users based on analytical research.
- Able to sort through the clutter and deliver a clean and concise end product.

### Accomplishments

- Redesigned web site interface and contributed to direction of web site content based on analysis of user research. This helped to increase registered web site users from 16,425 to over 77,000 over the course of seven years.
- Strategized and produced email graphics that achieved a mean open rate of 36.47%. This was achieved by utilizing research data to drive focused, emotional visuals along with copyrighting that addressed the users' psychological perspectives and goals.
- Supported Facebook "New Fan" campaign that increased Facebook fans by 10,300 in 8 weeks. This was accomplished by increasing project exposure through utilization of multiple existing client touch point channels.
- Achieved first page ranking on Google, Yahoo and MSN for first-tier keyword search. This was accomplished by utilizing organic SEO principles of CSS, keyword density and inbound link building practices.

### Community Involvement

- Recognized for playing key leadership roles in the success of the Susan G. Komen "Race for the Cure" (for the last 4 years) and the John Force/California Highway Patrol "Toys for Tots" events (for the last 5 years).

## Professional Experience

National Fibromyalgia Association

**Creative Director and Visual Designer** (May 2002 – January 2010)

- Evaluated, recommended and developed design solutions based on user feedback to achieve business strategy.
- Strategically supported managers to increase user exposure for targeted programs and provided metrics to gauge effectiveness.
- Developed and designed style guides to manage brand integrity.
- Produced task flow charts, interaction wire frames and functional prototypes.

Art Zippel Web Development

**User Experience Graphic Designer and Developer** (February 2001 – May 2002)

- Lead client meetings to develop design deliverables.
- Built and maintained client web sites using best practice standards for browser compatibility and SEO results.
- Hands-on production of graphic design, HTML and CSS.

Cotelligent Software Consultants

**Senior Web Designer** (April 2000 – February 2001)

- Interfaced directly with clients to discover, define and develop projects.
- Developed visual aspects of user interaction and mentored Jr. Designers.
- Eliminated company's dependency on graphic design out-sourcing.

Man, Rabbit House Consultants

**Contract Senior Web Designer** (October 1999 – January 2000)

- Participated in the design, building and launching of Coleman “100 years” web site.

## Education

Coursework in progress for Bachelor of Science Degree in Psychology

Associate of Arts Degree, Cypress College, Cypress, CA

## Software Applications

Adobe CS4 (Photoshop, Illustrator, Dreamweaver, InDesign), Microsoft Office 2007 (Word, Excel, PowerPoint), Project, Visio, Wordpress, Axure RP Pro.

## Professional Associations

American Psychological Association, Usability Professionals Association, User Interface Engineering, Computer Human Interaction Association, UX Alliance, American Society for Information Science and Technology, Interaction Design Association.