

Sanford Farrier

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PROFILE SUMMARY: Innovative, collaborative communication design strategist and award-winning design professional with over twenty years communication design and management experience. Highly skilled at interpreting business and organizational needs and translating them into actionable communications initiatives designed to deliver effective results.

LEADERSHIP STRENGTHS: Successfully building and maintaining strong organizational relationships; consensus building and inter-departmental relations; excellent verbal and written communication skills; proven presentation skills; a commitment to leading by example.

CREATIVE STRENGTHS: Versatility and expertise in strategic assessment, media integration and user experience design for a wide variety of print, interactive and identity projects. Strong commitment to vision/brand integrity, advocacy of a rewarding end-user experience, and a passion for great design and effective writing as vehicles for organizational growth.

MANAGEMENT SKILLS: Development and refinement of marketing communications process/methodology; ability to balance, manage and implement multiple projects; experienced in staff recruitment, mentoring, and performance reviews.

WORK EXPERIENCE:

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, MA, December, 2004 – December, 2007. The Center for Global Change Science (CGCS); Communications Project Manager, Senior Designer, March, 2007 - December 2007.

- Provided comprehensive research, collaboratively structured information architecture, specific draft and final written text, design and project management for:
 - 1.) new website for the Joint Program on the Science and Policy of Global Change (in progress);
 - 2.) new website and graphic identity system (logo, business papers) for the Center for Global Change Science (in progress).

Publishing Services Bureau (PSB); Associate Director, Design Manager, December, 2004 – March, 2007.

- Shaped communications strategies, user experiences, design direction and usability testing for both MIT-wide and Departmental programs; MIT clients (partial list) include The Office of the Arts; Educational Studies Program; The Office of Community Affairs; Earth, Atmospheric and Planetary Science; Educational Studies Program; and Information Services & Technology.
- Assisted with business planning, management and operation of PSB, including working with PSB Director to establish strategic marketing communications and positioning goals for both PSB and external vendors.
- Responsible for overseeing the implementation of MIT's graphic identity system, providing strategic and creative direction for its continued evolution.
- Supervised and art directed freelance designers in print and electronic media.

FARRIER DESIGN, Seattle, WA; Owner, Consulting Communications Designer, 2001 - 2004, 1995 - 2000

- Completed tactical messaging consultation, corresponding Web design revisions for The Port of Seattle.
- Communications audit, strategic analysis and web site redesign for Moss Adams LLP, the country's 10th largest accounting firm.
- Led successful consultation and redesign of Compaq's Employee intranet site.

- For AT&T Wireless, led presentation demonstrating opportunities and challenges in moving from print to digital communications tools for 100 visiting Marketing Managers.
- Design lead for both 21st and 22nd Denver International Film Festivals, where total revenue and attendance exceeded previous years' figures.

ZAAZ, Seattle, WA; Director of Creative Services, 2000 - 2001

- Member of senior leadership team, responsible for creative direction and management of fifteen person Creative Department, as well as Director-level contributor to strategic planning and growth of \$2.7 million Web design firm.
- Provided creative consultation and vision/brand identity guidance for successful new web sites including Chateau Ste. Michelle, Fred Hutchinson Holiday Gala, The Fox Network, The Ally McBeal Show, The Museum of Glass.
- Developed comprehensive methodology and client questionnaire for branding research.

STARWAVE, Bellevue, WA; Art Director/Designer for "Eastwood" CD-ROM; 1994 - 1995

- Member of 16 person Creative Team; hands-on Designer for selected project sections.
- Managed prototyping of filmography screen designs and interactivity (including photos, animation, video/audio clips, illustration and text).
- Liaison between Starwave and various film studios for researching film and photo archives.

GRADUATE STUDIES, University of Washington, Seattle, WA; 1992-1994,

- Research leading to MFA in Graphic Design.
- Created personalized curriculum, including course work in the schools of Education, Computer Science, Communications, Technical Communications, and Art
- Co-led graduate seminar focusing on interactive media production Issues.
- Solo taught foundation course on Design Principals, School of Art.

COMPUTER EXPERIENCE:

Proficiency with Adobe CS3 (Photoshop, InDesign, Illustrator, ImageReady and Acrobat); MSOffice (Word, Excel and Powerpoint).

EDUCATION:

Master of Fine Arts, University of Washington, Seattle, WA
Bachelor of Arts, Middlebury College, Middlebury, VT

MEMBERSHIPS & ACTIVITIES (current and past):

American Institute of Graphic Arts (AIGA, Boston)
CASE (Council for the Advancement and Support of Education)
UCDA (University & College Designers Association)
Neiman Conference on Narrative Journalism, 2005 & 2006
Programming Committee, Starz Denver International Film Festival
Volunteer, Children's Hospital, Recreational Therapy, Seattle, Washington
Visiting Instructor, School of Art, Dept. of Design, University of Washington

SELECTED AWARDS / PUBLICATIONS:

CASE Region 1 Silver Medal
PC Magazine Top 100 Web Sites
American Institute of Graphic Arts, Awards of Excellence
Print Regional Design Annual
Communication Arts
Gonzales Scholarship, School of Art, University of Washington