



Ari Buchwald

9069 Arrowhead Court, Cincinnati, OH 45231 • (513) 348-9120 • ari@aris.work

{In a nutshell} Creative. Strategic. Outside-the-box.

A strong command of strategy and details – experience in UI and UX, road mapping, graphic and front end web design, multichannel marketing and project management. Over 20 years experience in a wide range of industries.

{Skilled in}

- Web strategy, Front-end design, UX/UI
- Consulting and Project Management
- Publishing, Print Design, Collateral Design
- Marketing, CMS and CRM Technology

{Technologies and Tools}

- Adobe Creative Suite, Dreamweaver
- Mobirise, JustinMind, Proto.io
- Microsoft Visual Studio Code, cPanel
- Wordpress, Proprietary Content Management Systems

{Accomplishments}

Freelance Projects

Portfolio – <http://www.aris.work>

- Worked with a startup to create user experience (UX) and user interface (UI) high fidelity wireframes.
 - Wireframes were used for both development of the app and creation of promotional materials to secure additional seed funding.
- Reviewed and made recommendations for updating legacy interfaces of a warehouse control software system.
 - Created developer and programmer guidelines with example screen mockups to save user clicks, improve overall navigation and reduce training time.
- Created personas, speaking points and customer journey documentation for engineering firm.
- Started publishing company. Performed all aspects of editing, design, and printing of approximately 35 book titles.
- Created brand standards for two sister companies, designed all new marketing materials and websites based on those standards.
- Managed redesign and migration of company websites into CMS and CRM systems for several companies.
 - Results were more consistent, centralized management and processes.
- Performed prototyping for website and app development and usability.
- Directed intranet creative redesign for a division of a large financial services company.
 - This effort brought the existing functionality in line with corporate creative standards and was the first step towards an interactive customer and employee portal.
- Developed Microsoft Access based applications that cut marketing processing cycles from 25 days to 5 days and loyalty brand targeting program processing from 4 hours per project to 1 hour for five projects.

Documentation and Development

- Created brand standards for two sister companies, designed all new marketing materials and websites.
- Developed specifications, requirements and wireframes for Sales Force Automation and event management tools.
 - Assessed and implemented Sales Force Automation tools to centralize lead assignment, pipeline reporting, and eliminate the need for dedicated administrative resources.



Ari Buchwald

9069 Arrowhead Court, Cincinnati, OH 45231 • (513) 348-9120 • ari@aris.work

- Wrote specifications for duplicate identification that accommodated specific legacy business rules.
 - The new application streamlined a complicated, time consuming manual workflow.

IT and Project management

- Designed and managed implementation of an Intranet reporting application to drive campaign reporting and analysis from a proprietary open architecture database.
 - This eliminated IT involvement in over 95% of custom report generation requests.
- Managed data processing timeliness, efficiency and resource utilization by creating applications and systems to measure, monitor and analyze workflow.
 - Developed statistical analysis and intranet cross training tools that cut redo rates from up to 35% to 1.5% per month.
- Developed custom mapping application requirements to assign leads to automotive dealerships based on cascading logic rules.
 - This resulted in savings of \$2,000 per marketing campaign.

{Work History}

Freelance Projects	2009 – Present
Edgecliff Press , Publisher	2006 – 2014
Quaero Corporation , Vice-President, Marketing Effectiveness Practice, Las Vegas, NV	2005 – 2006
Alliance Data , Account Manager & Manager, Product Marketing/Development, Columbus, OH	2003 – 2005
Fair, Isaac and Co. , Consultant, Customer Strategy Integration, Chicago, IL	2000 – 2003
DraftWorldwide , Senior Business Analyst, Chicago, IL	1998 – 2000
Chicago Tribune Direct , IT Coordinator, Senior Account Manager, Chicago, IL	1995 – 1998

{Education}

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT
- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies** Kansas City Art Institute

{Special Interest and fun stuff} Personality Type: ENFJ

- Co-administrator of The WebChef Forum on Facebook.
 - We reached almost 45,000 followers, with 20,000 reach and 2,000+ post engagements per week.
- Developed a white paper competition to involve operations employees in documenting intellectual capital.
 - This competition grew to include over 60% of the department, involved judges from across the organization and generated one dozen papers.