



Ari Buchwald

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

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

{Skilled in}

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

{Technologies and Tools}

- Adobe Creative Suite, SQL Server Management Studio
- Dreamweaver, Visual Studio, Visual Studio Code
- Mobirise, JustinMind
- Google Webmaster, Campaign & Analytics

{Relevant History}

Freelance Projects, Cincinnati, OH, 2009 – present Portfolio – <http://www.aris.work>

- Designed graphic standards for proprietary operations applications using UI and UX standards.
- Assessed existing applications and made UI/UX recommendations for updating user interfaces for a warehouse control software system.
 - Created screen developer guidelines, user personas and screen mockups designed to save user clicks, improve overall screen 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.

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
Tribune Direct IT Coordinator, Senior Account Manager, Chicago, IL	1995 – 1998

{Web and Interface Design} Layout. Responsive Design. Prototyping.

- 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.



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{Documentation and Assessment} Wireframes. Logic flow. Software capabilities design.

- Created specifications, requirements and wireframes for internal development of Internet enabled Sales Force Automation and event campaign tools for advertising agency management of events.
- Guided cross-functional team through all aspects of process redesign, RFP and Proof of Concepts for Campaign Management and CRM tool suites.
 - Led ideation meetings with internal and client stakeholders to determine software suite needs.
 - Created materials to support business case and due diligence for securities regulatory compliance.
 - This effort saved over \$250,000 in external consulting costs as well as significant negotiated savings in tool acquisition costs.
- Assessed and implemented ASP Sales Force Automation tools for internal use.
 - Centralized lead assignment, pipeline reporting and eliminated the need for dedicated resources for lead management.
- Wrote specifications for donor duplicate identification processing to accommodate specific legacy business rules.
 - The new application successfully streamlined a complicated, time consuming process and replaced a prior system that allowed duplicate records to enter the database on a daily basis.

{IT and Project management} Architecture strategies. Database design. SDLC.

- 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.

{Education}

- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies** Kansas City Art Institute

{Professional Development} Technology strategy. Application design. Front-end programming.

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT, August, 2016
- **Hubspot** Inbound Certified

{Special Interest} Personality Type: **ENFJ**

- Co-administrator of *The WebChef Forum* on Facebook. Currently, almost 45,000 likes, 20,000 reach and 2,000+ post engagements per week.