

## :: Donatella Pereira ::

[www.donatellapereira.com](http://www.donatellapereira.com)  
[donatellapereira@gmail.com](mailto:donatellapereira@gmail.com)  
718.812.3843

### :: employment ::

Hudson/Union :: Interactive Art Director :: current

- Work closely with clients to develop branding and concept
- Oversee information architecture, designers, production standards, and development of projects
- Clients include, Food & Wine, Travel Channel, Klavierhaus, Cass & Co.

Independent Interactive Design Professional :: 04.01 - 08.02, 02.07 - 07.07

- Clients include Juice Pharma Advertising, Hachette Filipacchi Media, Spiegel, Reward TV, Veterans Advantage, Podfeed.net and Dunkirk Public Schools

The Wonder Factory :: Designer :: 09.05 - 09.06

- Redesigned marthastewart.com, nationalgeographic.com and WebMD.com
- Production, site documentation and conceptual design on Vongo.com

Ziff Davis Media :: Senior Online Designer :: 08.02 - 10.05

- Designed templates for dynamically built pages for Vignette StoryServer CMS
- Designed sites for PCMag, eWEEK, eSeminars, Security IT HUB, Sync Magazine and CIO Central
- Worked with editors and developers on information architecture and branding
- Daily duties included overseeing production standards of art and translating print concepts to HTML and Flash

T3 Media, Inc. :: Senior Interactive Designer :: 08.99 - 04.01

- Designed templates for dynamically built pages for Vignette StoryServer CMS
- Daily duties included style guide book design for client use, edited, compiled, organized and tracked photography, and liaison between client, art department and photo agency
- Art Direction on Handshake Dynamics, YM and Sanchez Bank
- Senior Interactive Designer on Worth Magazine, American Express, Scholastic, Lehman Brothers and Vestianet

TV Guide Online, NewsCorp :: Designer :: 98 - 99

- Designed and updated homepage, You Sexy Thing!, Startalk and FotoFlip, feature packages, photo galleries, interactive games and reader polls

FOX Sports Online, NewsCorp :: Designer :: 97 - 98

- Designed feature packages for World Cup '97, NCAA and NHL team pages, 1997 Smallworld Fantasy Basketball and Hockey games

Rawkus Entertainment :: Designer :: 96 - 97

- Assisted Creative Director in design, layout and production of CDs and vinyl releases, photo shoots, advertising and all promotional items

### :: technical skills ::

Photoshop  
Illustrator  
InDesign  
Fireworks  
Dreamweaver  
HTML/CSS

### :: education ::

School of Visual Arts, New York  
Bachelor of Fine Arts, 1997  
New York, NY

### :: awards ::

PCMag.com Product Finder  
Gold winner  
Original Web Database  
ASBPE 2005

PCMag.com  
Gold winner  
Overall Web Publication  
ASBPE 2004

Scholastic.com  
Winner of the 2000 Webby and  
People's Voice awards for  
excellence in Kids Web Sites.