

Dmitry Paperny

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Experience

- 2005—present *Principall/Creative Director, COHERE STUDIO LLC*, New York, NY
Founder of a design boutique committed to creating relevant online content using new technologies for the Fortune 500 clients, including *LIFE.com*, *MySpace*, *Facebook*, *Starwood Hotels and Resorts*, *Pantene*, *Gillette*, *Nike*, *Boeing*, *IBM* and *Toyota*, among others.
- 2008—2009 *Creative Director, TIME INC. INTERACTIVE*, New York City, NY
Overall design responsibility for Time Inc.'s category-leading and award-winning websites, such as *In Style.com*, *Real Simple.com*, *EW.com*, *Health.com*, *MyRecipes.com*, *MyHomeIdeas.com*, *LIFE.com*, *Essence.com*, *Cooking Light*, *Southern Living*, *Sunset*, *Coastal Living* and *Cottage Living*. Contribution to design and branding of *People.com*, *Time.com*, and *This Old House.com*. UI and Interface design of *People* and *In Style* Mobile applications. Design and information architecture development of internal web and content management tools. Management of teams of designers and illustrators. Cross-departmental coordination of web design standards based on web analytics, usability tests, user feedback, SEO and accessibility guidelines. Creation and maintenance of company-wide standards and design best practices. Named *2007 Web Designer of the Year* by MIN.
- 2005—2008 *Design Director, TIME INC. INTERACTIVE*, New York City, NY
Responsible for the look and feel of all of the clients' websites, as well as the exacting and timely execution of each design. Supervision of staff designers as well as an array of freelancers. Close collaboration with the technology teams to ensure that design addresses both consumers and the realities of technology and issues like accessibility and SEO. Multiple industry awards.
- 2003—2005 *Senior Art Director, TIME INC. INTERACTIVE*, New York City, NY
Led the re-designs of *InStyle.com*, *Real Simple.com*, *AOL Parenting*, *Parenting.com* and *Cottage Living.com* from conception through testing and implementation. Multiple design awards from industry bodies such as MPA, MIN, Folio and SPD.
- 1999—2003 *Vice President, Creative Strategy, VIEWPOINT CORP.*, New York City, NY
Led a team of designers, UI specialists, engineers and content developers at New York-based graphic technology powerhouse during the creative development process from concept to implementation. Managed budgets and tracked ROI of the group, supervised hiring of creative staff. Creative work won accounts such as *Nike*, *AOL*, *Sony AIBO*, *CBS*, *IBM*, *Ford*, *Boeing* and more.
- 1996—1999 *Senior Product Manager, METACREATIONS CORP.*, New York City, NY
Led a team responsible for the development and launch of the *MetaStream* online marketing platform: a combination of interactive web tools and online viewers. *MetaStream* Player was licensed by Intel and Microsoft and later became known as *Viewpoint Media Player*, currently installed on over 85% of PCs in the US.

Education

- 2008 Yale School of Management, Executive Program "Business Perspectives for Creative Leaders"
2003 BFA w/honors, Graphic Design, School of Visual Art, New York City
1990 BA (equivalent), Theater Administration, State Theater Arts Institute – GITIS, Moscow, Russia

Skills

Conception, design, development and maintenance of complex, multi-level content and marketing sites. Thorough understanding of the latest web technologies and emerging standards. Expert in Photoshop, Illustrator, InDesign, Quark, Dreamweaver, Flash, Flex. Thorough understanding of Drupal, HTML, CSS, PHP, FBML, OpenSocial. Speaker and presenter at numerous industry events. Omniture, Vignette, BaseCamp, CollabNet, DART, AdWords and AdSense. Mobile application development for iPhone. Teaching and mentoring experience.