

# DOUGLAS RICHARD DEMARCO

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## INTERACTIVE CREATIVE DIRECTOR

*Skilled and talented designer/front-end developer with over 12 years of high-profile experience serving the online advertising and marketing industries.*

*Using a wide-ranging set of capabilities – can handle all aspects of online creative development including proposal/estimate writing, client-facing negotiations, story-boarding, turning flat mockups into functioning web pages, managing designers and developers, and delivering on quick turnaround assignments.*

## SKILLS

### Programming and Markup Languages

- ActionScript, CSS, DHTML, HTML, JavaScript, JSON, Lingo, PHP, SQL, VBScript, XML

### Applications, Technologies, and Libraries

- AJAX, ASP, Director, Dreamweaver, Flash, Google Analytics, Illustrator, jQuery, Microsoft IIS 7, MySQL, Photoshop, SmarterMail, SmarterStats, WordPress

### Familiar With/Working Knowledge Of

- Agile/scrum, ASP.NET, Flash Media Server, Microsoft Office suite, Microsoft SQL Server, Subversion, Visual Source Safe, Visual Studio, Windows Server 2008

## EXPERIENCE

### DeMarco Interactive (Jersey City, NJ)

**March 2011-Present**

#### **Owner | Creative Director**

- Founded DeMarco Interactive in an effort to provide small and medium-sized business with high-end web design, web development and online graphics services at reasonable rates
- On-site consulting assignments for Vibrant Media involved building mobile ad prototypes, enhancements to ad-serving toolbars and API driven advertisements for Intel and Microsoft
- 2012 website redesign, development, and WordPress installation for Volition (makers of Saint's Row and Red Faction video games on PlayStation, Xbox, and PC)
- Recurring design and development projects for clients such as Citi, IfYouSayYes.com, Atlantic-Crossover, The Halper Firm, PeepsOut.com, Echoed.com and SalonWayne.com

### Vibrant Media (New York, NY)

**August 2005-March 2011**

#### **Senior UI Engineer**

- Designed and developed Vibrant Toolbar, a social-media add-on for website publishers
- Developed Contextual Display banner for Bing generating a CTR of .47% - twice Microsoft's average
- Listed as an inventor on a patent application for "Systems and Methods For Providing Modular Configurable Creative Units for Delivery via In-text Advertising"
- Moved to the Technology department and promoted to Senior UI Engineer, August 2009

### **Senior Product Designer**

- Created a Vibrant Convenient Search, in-text, ad unit for Bing which leverages the search-engine's API to display web results, news, images, videos, and maps related to select keywords on a web page
- Profiled in company newsletter for Q4, 2006 and on corporate website from 2010-2011
- Promoted to Senior Product Designer, September 2006

### **Web Designer/Developer**

- Redesigned the look and feel for IntelliTXT, Vibrant Media's in-text advertising product which reaches more than 250 million internet users world-wide
- Designed and developed Vibrant Video, the internet's first in-text video advertising solution which now delivers over 300 million video ads per month
- Designed, developed and managed the production of the vibrantmedia.com website

## **Murphy & Co. (Greenwich, CT)**

**August 1999-August 2005**

### **Senior Designer**

- Designed and developed the Accenture.com homepage from 2002-2005
- Designed, developed and illustrated the 2004 Joe Torre Safe at Home Foundation web site
- Promoted to Senior Designer, June 2003

### **Web Developer**

- Responsible for daily maintenance of Accenture's 9,000-page web site
- Winner of 2003 "Best of Websites" Galaxy Award for design work done on Accenture.com
- Winner of first quarter FY03, Accenture Developer's "Dot\_Commendation" Award

## **SAMPLE URLS**

- <http://www.demarcointeractive.com>
- <http://www.demarcointeractive.com/portfolio>
- <http://www.demarcointeractive.com/portfolio/graphics/>

## **EDUCATION**

### **Washington University in Saint Louis (St. Louis, MO)**

**August 1995-May 1999**

- Bachelor of Fine Arts in Graphic Communications
- Edmund H. Wuerpel Award recipient, given to top five freshmen art students
- GPA - 3.2