

Richard Kramer Visual Designer

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Principal Visual Designer at AOL

March 2006 – Present

As the Principal Visual Designer for the AOL Mail UX Team I am focused on building and improving the user experience for AOL Mail. I am responsible for visual design for all flavors of AOL Mail across web, mobile and devices. I also have helped to design and implement the primary recirculation and revenue generating aspects of AOL Mail including the AOL Today page, the sponsored sign in page and sponsored themes and stationery. More recently I played a major role in the design and launch of Project Phoenix into limited beta which earned critical praise from the tech community.

Visual Designer at Yahoo!

Contract September 2005 – January 2006

Worked on various concepts for Yahoo! Groups, creating mockups for usability testing, exploring visual branding elements and UI look and feel.

Senior Visual Designer at CafePress

August 2004 – September 2005

Led the redesign of the CafePress website, created marketing materials such as weekly promotions, banner ads, interactive demos, trade show materials, print collateral and branding guidelines.

Senior Visual Designer at AOL / Netscape

March 1997 – December 2002

Designed and delivered various web based interactive services and products including the AOL Business Travel Channel, AOL Quick Checkout, Special Olympics on AOL, AOL Entertainment and Travel centers and AIM Expressions. Netscape projects included the Netscape Network, Netscape Small Business, Netscape Help, Netscape Mail.

Designer, at Designscape

1994 – 1996

Designed various print and multimedia projects and web projects, created illustrations, assembled comps for client reviews and prepared files for print.

Stuff I do

Manage and mentor teams of designers helping them craft high quality designs on schedule.

Communicate and decipher product objectives to other designers and developers.

Lead reviews and give feedback to other designers.

Mentor other designers in design best practices.

Communicate key decisions and direction to stakeholders.

Help other team members succeed.

Keep up to date with all the design goodness that is out there.

Think up new ways to stimulate creative thinking.

Even More Stuff I do

Manage the flow of projects and keep track of delivery dates.

Manage visual design guidelines, templates and specs, basic pixel herding.

Create and deliver final design assets and specs to cross-functional teams.

Keep things super organized, yes I am a Layer Mayor.

Define and refine workflow processes in the production environment.

Barter and haggle with managers and developers to establish realistic delivery dates.

The Fine Print

15+ years design leadership experience.

BFA in Fine Art.

AA In Graphic Design.

Master of Adobe Products and and other such graphical tools that the cool kids use.

Up to speed on the latest CSS/HTML guidelines.

Working knowledge of Javascript and PHP.