

Ethan Ede

Creative Technologist

Portland, OR 97213

Experience

WEB/UX CONSULTANT, CONTRACT/FREELANCE

July 2015 - Present | Portland, OR

Freelance contractor specializing in UX consultation, including digital strategy, design, information architecture, analytics and online marketing. Worked with various digital agencies, and directly with clients including Webtrends, Toshiba, Targus and SellerActive.

DIRECTOR OF DIGITAL, DHX ADVERTISING

February 2013 - June 2015 | Portland, OR

Drove the development and launch of mobile and web experiences for the agency. Proposed, estimated and scoped projects. Handled client meetings as the digital go-to for our team. User experience (UX) lead executing strategy, research, analytics forensics, information architecture, site mapping, wire framing, interaction design and testing. Managed online marketing campaign development, optimization, and reporting. Translated technical requirements to accessible documentation within design and technical constraints, helping to bridge the gap between the coders and creatives.

DIRECTOR OF INTERACTIVE, 24 PRODUCTIONS / PRODUCT CHANNELS

June 2011 - February 2013 | Irvine, CA

Created best-in-class user experiences for Fortune 500 clients. Strategized and planned with clients, vendors and internal team. Led discovery, UX and UI design from concept and prototypes to completion. Managed cross-functional teams both internally and outsourced. Concepted and implemented online marketing and advertising. Maintained knowledge of current trends in web development, new technologies, and the tools necessary to build online and interactive projects.

INTERACTIVE MARKETING MANAGER, HEILBRICE COMMUNICATIONS

June 2010- June 2011 | Irvine, CA

Managed client relationships with respect to digital media and online properties. Executed strategic planning and proposal writing for existing and prospective clients, including budget projections and media planning. Managed paid search, social media, and web analytics for clients in a variety of industries.

FOUNDER, EE CREATIVE, LLC

July 2008 - June 2010 | Irvine, CA

Marketing and design boutique focusing on creating or broadening the digital footprint of small to medium-sized businesses. Emphasis on functional design, effective messaging, and find-ability (SEO). Specialized in introducing companies to social media, online marketing and advertising.

MARKETING MANAGER, PROMAX SYSTEMS, INC.

November 1998 - May 2008 | Irvine, CA

Maintained key relationships with major manufacturers such as Apple, Sony, and Panasonic for video editing and storage systems VAR (value-added reseller). Managed branding and identity through advertising and tactics such as online advertising and email marketing. Executed events, seminars, and trade shows. Maintained budget and scheduling and turned department into profit center.

Education

COMPUTER SCIENCE, PORTLAND STATE UNIVERSITY

September 1989 - May 1991 | Portland, OR

Studied 2 years towards Bachelor's Degree in Computer Science.

Expertise

UX/UI/IA

Wireframes + Prototyping

Web + App Development

Interactive Design

Analytics + Optimization

HTML/CSS/LESS

Digital Strategy

Tools

The Internet

Adobe Creative Suite

OmniGraffle

Axure RP

Google Docs

Google Analytics

Clients

LA Clippers

Toshiba

Webtrends

Portland Japanese Garden

SAIF

Interests

Technology

Electronic Music

Road Cycling