**DYLAN ASSAEL**

Seasoned Product Design professional with over 10 years’ interactive experience with top-tier digital media companies. Passionate, concept-driven, and detail oriented designer, committed to crafting visually compelling work and bringing beautiful brand experiences to life.

**EDUCATION**

BFA

College of Creative Arts

West Virginia University

**CONTACT INFORMATION**

Phone 917 216 0557

Email dylan@thepixelsociety.com

Portfolio http://www.thepixelsociety.com

**SKILLS**

Adobe Photoshop, Adobe Illustrator, Adobe Creative Suite, SketchApp, InVision, Wire-framing, Photography, Video, Illustration, Infographics

**WORK EXPERIENCE**

**CBS interactive**

June 2015 - November 2017

**Senior Product Designer**

• Redesign of TV Guide iOs App improving user engagement 60%

• Product redesign of the listings grid of TVGuide.com boosting video views and engagement

• Responsible for alignment of the TVGuide products and its design system

• Rethinking and redesign of Metacritic Movie product experience

**Time inc**

May 2014- April 2015

**Freelance Product Designer**

• Product design and branding for Time Digital Archive searchable digital archive featuring 90 years of Time Magazine

• Visual branding Time For Parents and creation of website

• Lead Product design for Photography section increasing views 30%

• UX/UI for Top Everything of 2014 section with over 27M page views

**Rolling Stone**

October 2013 - May 2014

**Freelance Art Director**

• Redesign of article pages

• Concept and design of special sections

• Sales team initiatives

**American Media Incorporated**

July 2012 - January 2015

**Freelance Art Director**

• Conceptualize, develop and execute marketing materials team to create initiatives

• Design of marketing materials,

• Editorial features and illustration for a variety of AMI’s leading celebrity, health & fitness media brands

**Fox Mobile**

September 2009 - November 2012

**Creative Director of Global Products**

• Responsible for branding, and relaunching of FoxMobile products in 34 countries.

• Conceived of, branded and launched Mobizzo quiz product that acquired over 1M subscribers in 6 months

• Designed and launched iLove iOS dating app

• Conceived and produced Robot Destroy Club the Facebook game for gamers

• Managed a team of 10 designers, developers and illustrators based in 5 different countries

**Rodale Publishing**

September 2004 - September 2009

**Senior Designer**

• Redesigned WomensHealth.com doubling growth of unique visitors each month

• Launched WomensHealth video and multimedia section and created original content

• Promotional strategy for WomensHealth Twitter feed earning over 1M followers

• Redesigned MensHealth.com

**The New York Times**

August 1998 - September 2004

**Lead Designer**

• Redesign of the NYTimes Company store which earns over 2M a year in revenue

• Provided art direction for marketing materials, advertorials, Newsletter campaigns and in-house ads

• Launched NYToday The New York Times nightlife and culture section