

EMPLOYMENT HISTORY

The International Herald Tribune, Head of Design and User Experience. The New York Times, User Interface Lead. Pop & Company, Web Designer & Developer. Sporting News, ITV Interface Designer. HBO.com, Senior Interface Designer. Fistful of Digits, Inc., Partner, Creative Director. CBS.com, Associate Creative Director.

QUALIFICATIONS

Over 11 years of experience in the hands-on creation and implementation of online user experiences.

Expertise in the online presentation of news content, and extensive experience in interactive design for entertainment and media sites.

Able to guide and collaborate with teams — from an in-the-trenches perspective — throughout all stages of the strategic development process, including visual and interaction design, user experience, technology integration, production and development, QA, and post-launch maintenance.

Comfortable with working in multi-vendor and multi-agency environments, and collaborating with both small and large client teams.

Skilled in facilitating projects and fostering communications as the primary client liaison in rich media/multimedia projects.

Goal-oriented. Driven to set high standards, to establish innovative solutions, and to manage multiple stakeholder expectations throughout project lifespans.

Strong awareness of cutting-edge technologies and emerging trends, with a focus on industry best practises.

Additional interests include community development, mobile technology, personal publishing systems, and interactive television applications.

Broad and deep experience troubleshooting and problem solving development-related issues (including transaction processes, functionality flow charts, back-end integration and code debugging).

ONLINE PRESENCE

IHT Development Blog:
<http://blogs.iht.com/tribtalk/technology/lab/>

Online Portfolio Samples:
<http://www.behance.net/cosentino>

May 2006 - present

The International Herald Tribune. Head of Design and User Experience.

Lead of the 2007 IHT.com redesign. Drive the continued expansion and maintenance of design for all of IHT.com.

Establish and ensure the consistent implementation of IHT's brand across all online initiatives.

Collaborate with a variety of IHT stakeholders (both content and business-focused) to strategise, define and produce detailed information architecture wireframes for high-quality user experiences.

Evangelise and design for flexible and lightweight web pages. An emphasis on logical navigation and an optimal user experience, specific to news presentation standards.

Develop innovative widgets and tools using web technologies such as AJAX, with the goal of increasing user interest and generating serendipity clicks.

Creative lead and support of the interactive design needs for multiple IHT teams: producers, editors, journalists, bloggers, and video developers, as well as advertising and print departments.

Promote communication and collaboration with online teams at The New York Times.

Translate of design mockups into working prototypes using 100% standards-based XHTML and CSS.

Incorporate completed prototypes into templates for publishing system using PHP and JSP.

Conceptualise, design, develop, and maintain IHT blogs and blogging platform using Wordpress, educating the editorial team about blog best practises. Provide training and ongoing support for new users.

September 2003 - April 2006

The New York Times. User Interface Lead.

Design highly usable consumer-oriented, data-driven interfaces, consistent with the NYTimes.com brand.

Work closely with product managers to streamline user experiences, assist in user testing, and create detailed HTML mockups. Help IA team produce high level flowcharts and wireframes.

Rapidly prototype mockups and proofs-of-concept using X/HTML, Javascript, and CSS to communicate user interaction and design ideas.

Gauge the usability of new and existing products, and make constructive suggestions for change.

Provide both leadership and support of Design team to problem solve visual, functional, and technical challenges.

Performed Rich Media specialist duties which included working with Ad Operations group to troubleshoot multimedia ad units, developing tools to improve workflow, researching new ad technologies, and supporting Sales team.

Key projects: article-level redesign (user experience consulting), TimesFile (design, prototype), NYT blogs (design, develop).

March 2003 - June 2003

Pop & Company. Web Designer/Developer.

Collaborated with Sesame Network to research and develop online content targeted for pre-teen viewers.

Designed and coded (D/HTML, PHP) the companion site and four weblogs as a part of online promotional package for launch of new cable series *Out There*.

Trained client team in using online content management software (CMS) for long-term site maintenance.

Developed concepts (visual design, functionality and game logic) for multiple Flash-based games and an online mp3 player for television networks, including Boomerang, the Cartoon Network and the Sesame Network.

Collaborated with a Flash developer to execute game design: defined interaction, sound design, and animation.

November 2002 - March 2003

The Sporting News. ITV Interface Designer.

Lead Visual Designer for interactive television (ITV) start-up division of The Sporting News; ITV product was marketed as an enhancement to existing television content; targeted to sports channels on digital cable and satellite systems.

Conceptualised ITV companion application that enabled SportingNews.com fantasy league players to track progress of teams they created online; screens simulate the broadcast graphics look-and-feel familiar to sports channel audience.

Designed conceptual interface for existing ITV application to be delivered over Cox digital cable system in adherence to existing style guide.

Designed ITV application for Sporting News / NCAA March Madness contest; collaborated with software developers to refine and implement design to meet technical requirements of the development platform.

August 2001 - March 2002

HBO.com. Senior Interface Designer.

Designed companion web site to promote the third season of HBO's hit television show, *The Sopranos*.

Assisted the development team by coding key modules; adhered to HBO site design and coding style guides.

Worked with producer and information architects to optimise site layouts throughout multiple design templates.

Provided photoshop files and established design template guidelines.

October 1999 - June 2001

Fistful of Digits, Inc. Partner, Creative Director.

Collaborated with two partners to hire designers, developers, and project managers to establish the firm's core team.

Lead the team in designing the firm's marketing materials and identity system, both in print and online.

Created strategic briefs and visual concept presentations for both prospective and active clients.

Supported the team in developing new business relationships and opportunities as the firm's creative lead.

Mentored, guided and coached employees in using design and development software; worked with the design team to support their overall career goals.

Hands-on implementation of client web sites in HTML, DHTML, CSS, Javascript, and Flash; worked with the development team to integrate back-end functionality.

September 1997 - October 1999

CBS.com. Associate Creative Director.

Oversaw creative operations relating to the online entertainment and marketing division of CBS.com.

Managed a creative team composed of up to 15 designers, production artists and developers. Responsible for recruiting and hiring of the creative staff.

Worked with producers to develop content concepts for multiple areas of CBS.com. Contributed design and Flash animation to cbsnews.com.

Responsible for establishing project schedules. Managed the creative team in the successful completion of project milestones and overall project goals.

Hands-on design and creative team leadership in the redesign of multiple top-tier online properties for CBS, including:

- » *The Late Show with David Letterman* (1998)
- » *Chicago Hope* (1998)
- » CBS.com (1999)
- » *The Late Late Show with Craig Kilborn* (1999)

Coordinated online design initiatives with CBS' established on-air visual branding campaigns, as well as responding to the needs of the network's target audience.

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ABOUT MICHAEL COSENTINO

Originally from Williamsburg in Brooklyn, New York, Michael is a specialist in interactive design and user experience based in Paris, France.

He is currently employed fulltime at the International Herald Tribune, where he is the Head of Design & User Experience for IHT.com.

KNOWLEDGE OF..

Operating Systems: Windows, Mac OS, Linux.

Production Software: Photoshop, Flash, Illustrator, After Effects, Premiere, Homesite, SoundForge, Dreamweaver.

Languages & Technologies: XHTML, XML, CSS, AJAX, Javascript, PHP/MySQL, ActionScript, WAP, XUL.

More: Movable Type/WordPress installation, configuration, and customisation, digital photography, mobile development, audio production, fontography, web/podcasting, digital video.

REFERENCES

Meredith Artley
LATimes.com Executive Editor

Fred LaSenna
Senior Creative Director, CNBC.com

Steven Schattenberg
Director of Digital Operations, IHT.com

Laura Holder
Director of Design and User-Experience,
The Wall Street Journal

Contact information available by request.