

Colby Parson

UX / Visual Design Director

Experience

Creative Director
Tata Consultancy Services
Santa Clara, CA

August 2014–July 2023

Responsibilities in my role included: creative direction, digital art direction, user experience design, interaction design, print design, prototyping, front-end development and a variety of problem solving, concept-oriented tasks for a wide variety of high-profile global clients including: Ericsson, Fiat Chrysler, Intel, FedEx, Land Rover, Jaguar, Sony Pictures, Starbucks, L'Oreal, Petco, United Airlines and Singapore Airlines to name a few. As a team lead and supervisor, I was required to supervise multiple aspects of project work undertaken by my direct reports, provide assistance when possible, conduct annual performance appraisals and manage client stakeholder concerns/expectations.

Senior Interactive Designer
Disney ABC Television Group
Burbank, CA

May 2014–August 2014

As a contract Senior Interactive Designer for Disney ABC, I was heavily involved in the concepting, design and development of interactive prototypes. My role was primarily intended to bridge the gap between the design and development teams by coding front-end interaction demonstrations that conveyed functionality envisioned by the creative leads to the developers. Additionally, I was responsible for a variety of design and content related tasks to help support the Web group.

Digital Art Director
MoreYellow
San Juan Capistrano, CA

March 2014–May 2014

Development, as well as design factored heavily in my role as Digital Art Director at MoreYellow. I was involved in a wide range of projects, including the development of engaging HTML5/Javascript sites, HTML banner design and development, mobile site development and Email templates. Additionally, I was involved in the creation of site wireframes, Web design, packaging design and other miscellaneous conceptual or creative endeavors.

Lead Web / Interaction Designer
Acer, Inc.
Irvine, CA

August 2012–March 2014

I loved my time at Fuse Interactive, but decided to return to Acer in August 2012 to reprise my role as Web designer after much encouragement from my former manager there. My responsibilities were expanded to include a variety of Acer projects, including assistance with the redesign of the global company Web site and helping manage content for various social networking sites.

Digital Art Director
Fuse Interactive
Laguna Beach, CA

July 2012–August 2012

I designed and helped produce a number of Web sites, mobile applications and social networking site projects during my time at Fuse Interactive. My work focused primarily on the Kawasaki brand of motorcycles, ATVs and Side x Side vehicles. Though I was only at Fuse for a short time, I provided art direction on 3 projects that earned 2013 ADDY awards.

Contact

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Software and Skills

Design / Development Software

Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe After Effects
Adobe Premiere Pro
Adobe SpeedGrade
Adobe Animate
Adobe InDesign
Adobe Audition
Figma
Invision
Microsoft Office
Midjourney
Mural
Sketch

Development Languages

HTML5
CSS3
Javascript
PHP

Selected Clients

ABC / Disney
Bank of America
Epson
Ericsson
Fed Ex
First American
Gateway
Kawasaki
Konami
Lego
Microsoft
Rosetta Stone
Sony Pictures
Starbucks
United Airlines
UPS
Verizon Wireless
Warner Brothers
Yamaha

Digital Art Director
Marshall Advertising
Costa Mesa, CA

July 2011–July 2012

As Digital Art Director at Marshall Advertising, I was involved in a wide variety of projects for clients including: Yamaha, Toyo Tires and The Toll Roads. All projects required expert knowledge of design and development practices as well as intimate involvement throughout the conceptual, creative and developmental stages of production. In addition to providing creative direction and project coordination support, I demonstrated my expertise with a wide range of software and programming skills. I was awarded a 2012 ADDY for a development project that was the most highly awarded project for the year at Marshall and that was subsequently elevated to the national awards level. I also provided design and development on several projects that were awarded 2013 ADDY awards.

Web Designer
Acer, Inc.
Irvine, CA

November 2010–July 2011

I was responsible for a wide variety of design, development, project coordination, and production related tasks in my role as a contract Web Designer for Acer / Gateway / eMachines / Packard Bell. While my work primarily focused on the visual identity of the Gateway.com site and the 2011 redesign project, it was also required to supplement the Acer, eMachines and Packard Bell sites.

Interactive Designer / Graphic Designer
First American Title Company, Inc.
Santa Ana, CA

July 2010–November 2010

I helped fill a number of design, development, and project management related roles while working as a contract designer for First American Title. These tasks ranged in nature from the design and layout of print materials (advertisements, inserts, posters, and packaging) to Web design and development, banner advertisement creation, online training module development, Email design, video/motion graphics editing and the creation/modification of informative interactive brochures.

Interactive Designer
Konami Digital Entertainment, Inc.
El Segundo, CA

March 2010–July 2010

As a contract Interactive Designer for Konami, I was required to design and develop dynamic Web sites, applications and other digital assets using Photoshop, CSS, HTML, Javascript and Flash. My work was utilized to showcase a variety of exciting video game titles in a wide range of genres. Additionally, my skills were employed in the creation of downloadable desktop applications, presentations to support internal projects, creation of assets for deployment on Konami.com and associated social sites, design of video players, page background design and page structure modifications.

Interactive Designer
Arbonne International
Irvine, CA

April 2008–March 2010

I performed a variety of design and production oriented tasks while working with the Arbonne International Creative Web team. These projects included: creation of Web banners and rich-content applications, Facebook page design, design of promotional newsletters, Web page design, content updates for consultant pages, oversight of Web updates and management of associated files, updating localized product specials and online shopping pages, creation of product knowledge sheets using Adobe InDesign, as well as creating Web based training modules for ArbonneUniversity.com, an associated Web site. As a member of the exclusive Interactive Design team, I was called upon regularly to provide creative direction and development solutions for the greater team.

Education

B.S. Business Administration
Emphasis: International Business,
Business Management

The University of Montana
Missoula, MT

Awards & Honors

2017

Request for Publication,
IdN Magazine
Infographics Issue

2014

Honorable Mention, Awwwards
Interactive Development
Mad Max / West Coast Customs
Microsite

2013

ADDY Awards
Interactive Design/Development
Toyo Sweepstakes Rich Media

ADDY Awards
Interactive Design/Development
Toyo Proxes T1 Sport Banners

ADDY Awards
Art Direction
Kawasaki Ninja 300 Microsite

ADDY Awards
Art Direction
Kawasaki Ninja ZX-6R Microsite

ADDY Awards
Interactive Design/Development
Toyo Proxes4+ Online Banners

ADDY Awards
Interactive Design
Kawasaki Ninja ZX-6R Mobile

2012

ADDY Awards
Interactive Development
Marshall Holiday Pinball Game
Facebook Application