



David Fortier
visual communications
designer

www.davidfortier.com

Education

Bachelor of Fine Arts in Visual Communications
Design with a Minor in Art History from the
Hartford Art School at the University of Hartford.

Honors & Awards

Honors Society Undergrad Research and Creativity
Colloquium Award Recipient (2006)

William Wondriska VCD Technology Award (2006)

CADC Annual Design Awards
Silver Award Recipient in Student Category (2006)

1 of 185 designers worldwide to participate in the
Urban Forest Project, Times Square, NY (2006)

Organizations

American Institute of Graphic Arts (AIGA)
Connecticut Art Directors Club (CADC)

Objective

Leverage 18+ years of creative, technical, visual design and development experience in a leadership position within a dynamic Design Team environment that delivers high-impact software capabilities while enabling professional growth.

Experience & Qualifications Summary

- » Creative Department and Design Project Leader with 16 years of innovative design and project experience on global high-volume transaction web platforms.
- » Lead designer and architect for \$6B+ global trading platform, daily transaction volume in excess of 1 million client transactions at Interactive Brokers.
- » Track record of successful delivery of concurrent strategic projects with budgets ranging from \$100K to \$2M and team sizes of 5-15 individuals.
- » Established standards and design frameworks to drive consistency across development project teams while utilizing the latest responsive frameworks ensuring proper content display on desktop, tablet and mobile devices.
- » Introduced 3-tier architecture framework, leveraging innovative middle layer to enable private labeling or core trading platform and growing funded accounts by 25% adding 100K accounts to the portfolio.
- » Leverages rapid application development techniques engaging cross-functional teams from core IT, Marketing and Business Development to ensure efficient and timely delivery of key initiatives.
- » Recruited by the University of Hartford to teach a course on design and development for web and mobile content design, construction and deployment techniques.
- » Recognized for creativity and design leadership, selected to lead the conceptualization and redesign of The LEGO Group's online shop, working on-location with the Denmark-based team.
- » Leverages effective communication processes with C-level leadership to ensure buy-in with designs and functionality.
- » Confident, ability to deliver in complex, high transaction volume and financial data web sites that require zero down time and mandate high availability design and application frameworks.

Technical Skillset

Expert proficiency in all aspects of web, mobile and print media design including:

- » GUI design and application integration.
- » Logotypes, typography, stationery systems, corporate business identities and branding, advertisements, banners, interactive and dynamic content rendering.
- » Expertise in Mac OSX and Microsoft operating systems.
- » Expert in the use of development tools including: Adobe Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver and Animate.
- » Proficient knowledge of HTML, SASS/SCSS and CSS for desktop and mobile development.
- » Knowledgeable in JavaScript, ActionScript and Microsoft Office.

Professional Experience

October 2007 – Present

Interactive Brokers Group - Greenwich, CT **Director, UX and Web Infrastructure**

- » Aligned to the EVP of Marketing and Product development, Creative Department and Project Leader for \$6B+ global trading platform. Daily transaction volume in excess of 1 million. Project budgets range from \$100K to \$2M with team sizes of 5-15 individuals.
- » Established standards and design framework along with supporting infrastructure for use on multiple website and web applications.
- » Account Management Re-engineering; streamlined and simplified the brokerage portfolio funds management application, the core toolset used by clients to manage their accounts and execute transactions. Led joint application design sessions with the EVP, Software Engineers and the core design team to ensure understanding of standards while driving consistency across the new application. Used by 300K clients globally supporting multi-language and cultural capabilities.
- » Introduced a 3-tier architecture framework, leveraging an innovative middle layer to speed development and simplify support. The improved application and associated architecture enabled the private labeling of our core trading platform adding +100K accounts to the portfolio of clients a 25% increase.
- » Re-designed the corporate web identity Interactive Brokers Group leveraging new standards while utilizing latest responsive frameworks ensuring proper content display on desktop, tablet and other mobile devices.
- » Marketing website and content; designed and programmed front-end web development of over 3,000 pages supporting foreign language variations. Simplified overall menu structure and page content. Leveraged search engine optimization techniques to score top ranking page results in Google.
- » Client prospect web application; design and development of optimized front-end enabling prospective clients to easily complete forms on any internet connected device, the enhanced workflow grew new client acquisition by 50% in the first quarter post launch.

January 2011 – May 2019

University of Hartford - Hartford, CT **Adjunct Professor, Visual Communications Design**

- » Recruited by the University to teach design and development coursed focused on web and mobile content design, construction and deployment technique.
- » Develop challenging curriculum, class and project assignments for Junior and Senior design students, class size 8-15 students.

June 2006 – October 2007

The LEGO Group - Enfield, CT **Web Designer**

- » Lead conceptualization and redesign of “LEGO Shop”, worked in conjunction with Marketing to leverage branded advertisements as part of the new design and functionality.
- » To enhance collaboration, traveled to Denmark to work co-located with the core brand team to refine design concepts and reduce project cycle time.

October 2003 – January 2008

Apple Inc. - Farmington, CT **Mac Specialist and Presenter**

- » Engage retail customers to enable outstanding customer experience by reviewing product capabilities and functionality.
- » Promoted the Apple brand via exceptional service consistent with Apple’s industry reputation for best-in-class products and service.