



# Ari Buchwald

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**{In a nutshell}** Creative. Strategic. Outside-the-box.

A strong command of strategy and details – experience in UI and UX, road mapping, graphic and front-end web design, multichannel marketing and project management. Over 20 years experience in a wide range of industries.

Most of my roles have focused on understanding and articulating business needs. Using that information, I've worked cross functionally to develop strategies, structures, and designs by leveraging marketing and technology as educational tools. This has often led to educating both clients and team members on Customer Relation Management (CRM) technologies, techniques, and best practices.

## **{Skilled in}**

- Web strategy, Front-end design, UX/UI
- Consulting and Project Management
- Publishing, Print Design, Collateral Design
- Marketing, CMS and CRM Technology

## **{Technologies and Tools}**

- Adobe Creative Suite, Dreamweaver
- Mobirise, JustinMind, Proto.io
- Microsoft Visual Studio Code, cPanel
- Wordpress, Proprietary Content Management Systems

## **{Accomplishments}**

### **Freelance Projects**

Portfolio – <http://www.aris.work>

- Worked with a startup to create user experience (UX) and user interface (UI) high fidelity wireframes.
  - Wireframes were used for both development of the app and creation of promotional materials to secure additional seed funding.
- Reviewed and made recommendations for updating legacy interfaces of a warehouse control software system.
  - Created developer and programmer guidelines with example screen mockups to save user clicks, improve overall navigation and reduce training time.
- Created personas, speaking points and customer journey documentation for engineering firm.
- Started publishing company. Performed all aspects of editing, design, and printing of approximately 35 book titles.
- Created brand standards for two sister companies, designed all new marketing materials and websites based on those standards.
- Managed redesign and migration of company websites into CMS and CRM systems for several companies.
  - Results were more consistent, centralized management and processes.
- Performed prototyping for website and app development and usability.
- Directed intranet creative redesign for a division of a large financial services company.
  - This effort brought the existing functionality in line with corporate creative standards and was the first step towards an interactive customer and employee portal.
- Developed Microsoft Access based applications that cut marketing processing cycles from 25 days to 5 days and loyalty brand targeting program processing from 4 hours per project to 1 hour for five projects.



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## Documentation and Development

- Created brand standards for two sister companies, designed all new marketing materials and websites.
- Developed specifications, requirements and wireframes for Sales Force Automation and event management tools.
  - Assessed and implemented Sales Force Automation tools to centralize lead assignment, pipeline reporting, and eliminate the need for dedicated administrative resources.
- Wrote specifications for duplicate identification that accommodated specific legacy business rules.
  - The new application streamlined a complicated, time consuming manual workflow.

## IT and Project management

- Designed and managed implementation of an Intranet reporting application to drive campaign reporting and analysis from a proprietary open architecture database.
  - This eliminated IT involvement in over 95% of custom report generation requests.
- Managed data processing timeliness, efficiency and resource utilization by creating applications and systems to measure, monitor and analyze workflow.
  - Developed statistical analysis and cross trainin that cut redo rates from up to 35% to 1.5% per month.
- Developed custom mapping application requirements to assign leads to automotive dealerships based on cascading logic rules. This resulted in savings of \$2,000 per marketing campaign.

## {Work History}

<b>Freelance Projects</b>	2009 – Present
<b>Edgecliff Press</b> , Publisher	2006 – 2014
<b>Quaero Corporation</b> , Vice-President, Marketing Effectiveness Practice, Las Vegas, NV	2005 – 2006
<b>Alliance Data</b> , Account Manager & Manager, Product Marketing/Development, Columbus, OH	2003 – 2005
<b>Fair, Isaac and Co.</b> , Consultant, Customer Strategy Integration, Chicago, IL	2000 – 2003
<b>DraftWorldwide</b> , Senior Business Analyst, Chicago, IL	1998 – 2000
<b>Chicago Tribune Direct</b> , IT Coordinator, Senior Account Manager, Chicago, IL	1995 – 1998

## {Education}

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT
- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies** Kansas City Art Institute

## {Special Interest and fun stuff} Personality Type: ENFJ

- Co-administrator of The WebChef Forum on Facebook.
  - We reached almost 45,000 followers, with 20,000 reach and 2,000+ post engagements per week.
- Developed a white paper competition to involve operations employees in documenting intellectual capital.
  - This competition grew to include over 60% of the department, involved judges from across the organization and generated one dozen papers.