

JAY BOUCHER

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Interactive designer focused on creating entertaining experiences on-line.

EXPERIENCE

2008-Present / Senior Visual Designer / Condé Nast Portfolio.com / New York, NY

Designed new products, guided community site design and marketing materials.

2008 / Senior Interactive Designer / Hearst Magazines / New York, NY

Interactive designer for a variety of web properties, including Cosmopolitan, Harper's Bazaar and House Beautiful.

2000-2008 / Senior Designer / MTV Networks / New York, NY

MTV Tr3s / 2007-2008

Art directed re-launch of MTVTr3s.com to take advantage of new MTV.com development platform. Worked closely with channel Creative Director to create a unique, entertaining site for latino youth. Managed design of all page templates.

Think MTV / 2007-2008

Oversaw launch and designed new initiatives for MTV's youth activism site, Think MTV. Presented IA and design concepts to senior management for new products. to integrate MTV.com's Flux social networking platform. Oversaw work of two designers. Think.mtv.com won an Emmy in 2008.

MTV2.com / 2005-2008

Created and presented aesthetic concepts and designs for launch of new, flash-based web site. Developed initiatives for new shows and sponsored contests.

MTV.com / Cross-site Design / 2002-05

Cross-site design projects included homepage, nav, hubs, and TV show templates. Implemented site design standards, including style guide. Managed design interns.

MTV.com / 2000-05

Designed sites, animations and online marketing for shows and music programming. Projects included Pimp My Ride, TRL, The Real World, MTV Movie Awards. Created interactive and traditional photography of various show sets, including TRL studios, The Real World, and VMA 2002.

1998-2000 / Graphic Artist / Gabellini Associates / New York, NY

Developed architectural firm's visual and internet identity. Projects included Cooper-Hewitt Design Museum Triennial of Design 2000, Rockefeller Center renovations, Guggenheim Museum concepts for exhibitions by Nam-June Paik and Matthew Barney.

Freelance Clients include Broadway World, McKee Gallery, ACLU-NJ, Rockstar Games, Museum of Natural History, Vote Hoboken, Illig Designs

EDUCATION

2003 / Graduate Courses in Media Management / **The New School** / New York, NY

1998 / MFA Photography and Related Media / **School of Visual Arts** / New York, NY

1992 / BFA Communication Art / **Virginia Commonwealth U.** / Richmond, VA

SKILLS

Proficient in Flash, Fireworks and Photoshop
Working knowledge of Actionscript, XML, HTML, CSS