

Jay Boucher

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Interactive designer and illustrator specializing in online entertainment. Highly intelligent creative thinker skilled in drawing, photography, game design, Adobe CS, UI/UX, HTML, CSS, Flash, Wordpress design & development

EXPERIENCE

2008-Now / Freelance Interactive Design & Illustration

Ezra Jack Keats Foundation: Designs and develops Flash games and animations for renowned children's book author and illustrator, including "The Snowy Day" and "A Letter to Amy". Currently designing relaunch of website for Fall, 2014.

Westwood One Radio: Developed IA and designed radio show websites for Dennis Miller, Gayle King, Billy Bush, and Loveline with Dr. Drew.

Mercer: Redesigned website for multi-national consulting corporation. Helped production team transition to CSS-based layout and implemented new design standards across global sites. Created new IA and UI for major content areas and homepage.

Condé Nast: Designed social networking microsite for finance publication Condé Nast Portfolio. Created interactive features for Cookie magazine website.

Hearst Magazines: Web design for Cosmo, Seventeen and Harper's Bazaar.

Other clients include McKinsey & Co., Wowowow, Lana Santorelli, BroadwayWorld, Brainware, Honeycat Cosmetics, Townsley Designs, Asbury Pulp.

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

MTV.com: Designed homepage, hubs and templates for major online entertainment destination. Worked with channel creative to design sites and online marketing for shows such as Pimp My Ride, TRL, The Real World, MTV Movie Awards. Created interactive photography of sets for TRL studios, The Real World, and VMAs.

MTV2.com: Designed launch of new, flash-based web site. Designed games and interactive toys for new shows and sponsored contests.

Think MTV: Oversaw launch and designed new initiatives for MTV's youth activism site, Think MTV. Site won Emmy award in 2008.

MTV Tr3s: Designed launch of MTVTr3s.com for latino music channel.

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

Developed visual identity and online presence for NYC architectural firm. Projects included presentations for Rockefeller Center, Guggenheim Museum.

EDUCATION

1998 / MFA Photo & Related Media / School of Visual Arts / New York, NY
1992 / BFA Communication Art / Virginia Commonwealth U. / Richmond, VA