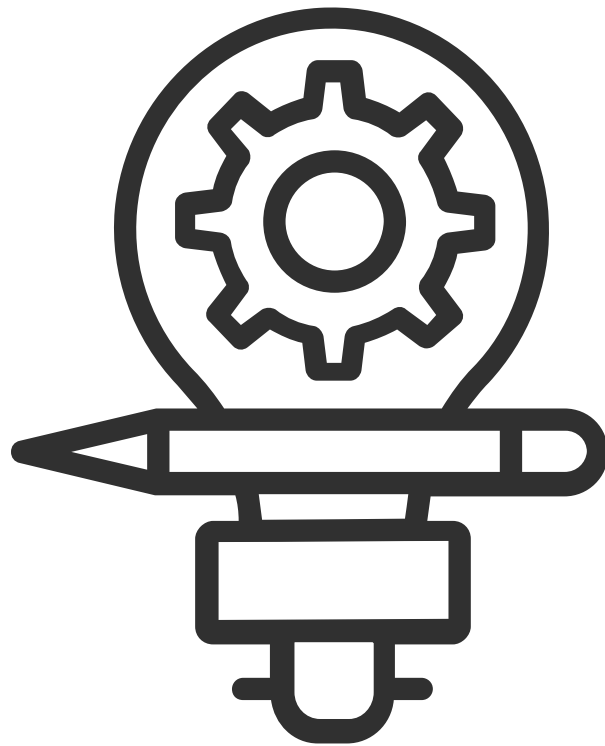


DAN KATRENCIK

CREATIVE DIRECTOR
& UX/UI SPECIALIST



407.951.3748 – dan.katrencik@gmail.com

1500 SW 12th Avenue, Apt 707, Portland, OR 97201



EXPERIENCE

April 2017 to Present

Photon Infotech

Associate Creative Director

345 7th Avenue, Suite 2, New York, NY 10001

July 2011 to September 2013

Golf Channel

Interactive Web Designer / Art Director

7580 Golf Channel Drive, Orlando, FL 32819

May 2007 to October 2008

Brunner

Senior Digital Media Designer

11 Stanwix Street, Pittsburgh, PA 15222

June 2003 to April 2006

New Perspective

Senior Multimedia Designer

2949 Smallman Street, Pittsburgh, PA 15201

September 2013 to April 2017

VisualCue Technologies

Director of Visual Communications

5796 Hoffner Avenue, Suite 604, Orlando, FL 32822

November 2008 to July 2011

General Nutrition Centers

Senior Web Designer / Art Director

300 Sixth Avenue, Pittsburgh, PA 15222

May 2006 to May 2007

MARC USA

Interactive Art Director

225 West Station Square Drive, Pittsburgh, PA 15219

June 2000 to June 2003

Five Star Development

Multimedia Developer

1204 Fifth Avenue, Pittsburgh, PA 15219



SKILLS

- Extensive experience working directly with clients to determine business needs pertaining to digital strategy
- Specialized experience in UX design principles and producing wireframes for mobile apps, responsive websites, and user-centric online applications
- Extensive experience producing user-centric UI design
- Skilled in creating site flow diagrams and detailed information architecture
- Aptitude for overseeing, guiding, and directing the creative design and technical specifications of a digital project
- Skilled in researching and identifying target audiences and market trends as they relate to clients and/or products
- Experience conducting A/B testing, and focus groups to identify issues and refine user objectives
- Skilled in interpreting analytics such as traffic and conversions, while making necessary strategy and/or user experience decisions
- Skilled in hiring, managing, and directing team resources, while monitoring the quality of the work being produced
- Knowledgeable in SEO and SEM strategy as well as social media strategy
- Extensive experience brainstorming and executing digital marketing campaigns
- Extensive experience developing custom WordPress driven websites
- Extensive experience coding in HTML and CSS
- Previous experience coding in JavaScript, jQuery, PHP, and ASP



SOFTWARE

Sketch / Photoshop / Illustrator / InDesign / InVision / Axure / Zeplin



AWARDS

2008 Web Marketing Associate's Bronze WebAward – MyPoliCare.com
Website Health Care Standard of Excellence – Role: Art Director/Lead Designer

2008 Web Marketing Associate's Bronze WebAward – PreventCancer.org
Website Associations Standard of Excellence – Role: Art Director/Lead Designer

2008 Pittsburgh Gold Addy Award – Zippo Online Flip Game
Best Online Game – Role: Conceptualist

2007 South Florida Interactive Excellence (SoFIE) Award – Sunny.org
Website Best Hospitality Website – Role: Art Director/Lead Designer



EDUCATION

October 1998 to October 2000

The Art Institute of Pittsburgh

Associate in Specialized Technology – Multimedia/Web Design

1400 Penn Avenue, Pittsburgh, PA 15222

Graduated with Dean's List Honors 3.8/4.0 GPA