

PROFESSIONAL EXPERIENCE

Daniel (Dan) E. Lipe

Design Professional

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INTERACTION AND VISUAL DESIGNER

June 2007 to present

Scripps Networks Interactive

- Responsible for leading the user experience development for Frontdoor.com and marketplace.hgtv.com.
- Assist in the development of user experiences for other Scripps Networks Brands as needed.
- Helped launch new award winning web experiences.
- Work with site directors to help them meet their business goals and bring their ideas to fruition.
- Develop online promotional materials consistent with the strategies and business requirements of Scripps Networks online properties.
- Utilize site traffic data, research and personas to develop series of wireframes, flows and documentation describing rich user experiences.
- Present ideas and direction to company executives and site directors.
- Guide product development teams as products move through to launch.
- Collaborate with visual designers to help maintain a clear and clean visual language that blends a proscribed user experience with brand guidelines.

WEB DESIGNER

May 2006 to June 2007

Scripps Networks Interactive

- Responsible for the visual design and front end development of content and on-line promotions on FineLiving.com.
- Assist in the design and frontend development for content on DiYnetwork.com, HGTV.com and GACTV.com.
- Manage and direct outside agencies developing projects for Scripps Networks.
- Assist in the re-design and development of GACTV.com.
- Maintain the company's font library.

SOLE PROPRIETOR

July 2001 to present

Dan Lipe Design Company

- Responsible for the day to day operations of a Sole Proprietorship.
- Develop business relationships with local and regional creative firms, publishing houses and small businesses.
- Assist small companies in understanding industry best practices and implementing internal processes.
- Develop training and educational packages for the financial, health and education industries.
- Collaborate with designers, writers, photographers, programmers and business people to direct and develop wide range of printed and interactive materials .

PROFESSIONAL HIGHLIGHTS

- Watching my interns and students blossom into professionals, daily.
- 2008 Scripps Networks Interactive Chairman's Award (for FrontDoor.com).
- 2008 Inman Innovator Award (Media Site Category).
- Adaptive Path's UX Intensive in Vancouver, BC, 2007
- President, American Institute of Graphic Arts Knoxville Chapter (AIGA), 2002-2005.
- Committee Member, On-line Learning Guidance Committee, Pellissippi State Community College, 2002-2005.

SKILLS

- Thirteen years of professional experience designing printed and interactive materials with three years of in-house experience working with category-leading brands and nine years directing design projects for business start ups to fortune 500's .
- Combine research, data and business goals to create user experiences and design solutions.
- Technical understanding of the delivery of online content.
- Proficiency in leading design industry-standard software packages.
- Ability to communicate ideas to team members at any stage in a variety of development processes.
- Analyze existing systems and develop new elements for those systems.
- Continued education through workshop/conference attendance and extensive personal study.

EDUCATION

Bachelor of Fine Arts with and emphasis in Interactive Graphic Design from the University of Tennessee at Knoxville, December 1998.