



R. Filip Stoj

14 Years of Experience in New Media Design.
Direction, Creative solutions, Precision execution.

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- 2003 - Present **Magnani Caruso Dutton (MCD Partners), Senior Designer**
Over the last 6 years I've worked on a number of important client accounts for MCD Partners. In 2007, I spent 9 months leading the creation of the Discover Business Card and Financial Services sections of Discover Card's new site, which launched in January 2008. Additionally, I completed dozens of Discover Card e-mail campaigns and branded landing pages. I also developed style guides, templates, and layouts for ongoing brand maintenance jobs. Through MCD I also worked on HBO, AT&T, CapitalOne, and the Partnership for a Drug Free America site.
- 2003 - 2005 **IconNicholson, Designer**
Working on several creative projects for this new media agency, the highlight was playing an integral role in brain-storming, client discussions and the design team that overhauled the design, branding, and visual language of AOL's massive proprietary subscription service: namely the Sports, Finance, and Lifestyle channels. I also completed sites for Forest Laboratories, MasterCard Advisors, and Ziff Davis media (ziffdavis.com).
- 2001 - 2003 **MoveOnIn.com, Design Director**
Lead designer and creative consultant for MoveOnIn, I oversaw an umbrella site and four social networking start-up sites, handling everything from the design of business cards, to daily homepage maintenance. I lead the re-design of the user subscription process, and streamlined the e-commerce checkout which instantly doubled online revenue for the company. I also oversaw freelance designers in the creation of template pages for the four social networking sites, including SocialOne, an online dating site purchased by LavaLife.com shortly after my redesign work.
- 2000 - 2001 **MadScience, Design Director**
As the design partner in a software agency focusing on technically sophisticated interactive sites, I designed software interfaces and applications, and oversaw the details of graphic UI integration with XML, Java, CGI and PHP code. One project involved developing an entire IA, UI design, and brand from scratch for a doctor-to-patient scheduling system. I also directed the design of identities, logos, web sites, and BBSs (blogs) for two massive online communities.
- 2000 **MTV, MTVi, and MTV Music, Designer**
At MTV-interactive, I designed the Celebrity Deathmatch and the Virtual Celebrity Deathmatch Tour sites. I also helped shape and develop prototype brands for MTV Music executives, exploring new ways of distributing music online.
- 1998 - 2000 **Sony Online Interactive, Designer**
During a year working at Sony Online, my job spanned the spectrum from updating the Sony homepage, and designing gaming "mini-sites", to creating animated interstitial ads, and interactive banner campaigns for TheStation@Sony.com. AdWeek magazine noted and reviewed one of the Java-based interactive ad campaigns I designed.
- 1996 - 1998 **MyriadAgency/Method5, Designer**
At my first agency job (early Silicon Alley days) I cut my teeth conceptualizing and creating the first graphic experience modules for NationalGeographic.com. I also designed and developed sites for Jupiter Media, Pseudo.com, and other internet start-ups. A highlight was developing an interactive CD-Rom for Toshiba executives, demonstrating a "future" Internet-based TV.
- Education** **Vassar College**, B.A. Science, Technology & Society
- Skills** Photoshop, Illustrator, HTML, CSS, Flash, InDesign
- Websites** FilipStoj.com Digitalthread.com, Roger-Carter.com