



DARIN SENNEFF

Creative Director & Designer

Find Me!

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Profile

Hey, nice to meet you! I'm Darin, an interactive designer with over 11 years of professional experience directing, designing, and developing a wide variety of digital projects across a gamut of clients. I love to design things, as it allows me to combine art and science, which is what motivates me to do great work and constantly evolve.

Education

BACHELOR OF ARTS DEGREE
@ Ashford University

- Graduation:** Dec. 2004
- Major:** Graphic Design
- Focus:** Web
- Honors:** President's List (x1)
Dean's List (x2)

Work Experience

Jan. 2011 - Present

ART DIRECTOR @ Blueprint Interactive

Direct and lead Blueprint's UX, UI, and visual design of websites, landing pages, ad campaigns, and printed pieces for advocacy, non-profit, and political clients.

Jun. 2005 - Nov. 2010

SENIOR INTERACTIVE DESIGNER @ MSHC Partners

Designed and developed websites, ad campaigns, and interactive games at a high-volume, crazy-fast-turnaround political marketing agency.

Mar. 2011 - Present

LIVE STATISTICIAN @ FightMetric

Record statistics for on-screen use during live broadcasts of Mixed Martial Arts telecasts to enhance the experience for millions of viewers.

Skills

DESIGN SPECIALTIES

UX Design

I'm skilled in the crafting, planning, and prototyping of creative whose users find clear, efficient, and easy-to-use.

Responsive Design

I am a master at crafting websites which adapt and flow to work their best across all sizes and screens.

Online Advertising

I have designed and developed thousands of online ads, from Flash rich media, to video ads, to HTML5 animated banners.

Dev-Friendly Design

As a designer who can code, I'm able to design smarter and make decisions which allow for a smoother development.

SOFTWARE & CODING

Photoshop

Expert

Illustrator

Expert

HTML5

Advanced

CSS3 / SASS

Advanced

Sketch

Very Strong

Web Animation

Very Strong

After Effects

Good

JavaScript

Good

InDesign

Good