



ED ZBINSKI

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EDUCATION

BFA Graphic Design University of
Massachusetts Dartmouth 2000

BFA Electronic Imaging University of
Massachusetts Dartmouth 2001

TECHNICAL SKILLS

Adobe Creative Suite, HTML,
CSS, and Wordpress as a CMS

WORK

Publishers Clearing House Interactive Designer *(April 2015-Present)*

- Lead designer for mobile products PCHLivetoWin and RealBucks to ensure brand consistency through UX, UI, and visual design
- Current duties include creating strong visual designs to appeal to the PCH audience in the context of landing pages, emails, and within The PCH App
- Work cross functionally with business holders as well as developers to ensure the best experience for the user

Online Convergence Senior Designer *(October 2008-April 2015)*

- Concept and apply UI patterns, UX, and visual design for a number of brands including the LivetoWin app and SpinToWin mobile applications
- Product work included websites, desktop applications, mobile applications, marketing initiatives, and email
- Work closely with the business and development teams to create engaging user experiences across platforms

Freelance Interactive Designer/Developer *(May 2006- present)*

- Work in collaboration with business partners to help clients form and define an online presence through both design and development
- Process includes wireframing, visual design, and front end development of various projects using UI best practices to create engaging and functional user experiences
- Clients included Shorelight Education, Interactions, Cengage Learning, and local businesses

Avid Technology User Experience Designer *(April 2012-July 2012)*

- Concept and wireframe UX solutions to improve Avid's customer facing website and web experience while promoting brand guidelines and consistency throughout

MembersFirst Web Designer *(July 2007-April 2008)*

- Responsible for designing and coding websites for clients and their existing brands in the Fitness, Golf, and Country Club industry

Upromise Graphic Designer *(July 2006-July 2007)*

- Layout and design for Upromise marketing messages that included web pages, email and direct mail pieces—leveraging the established brand by creating consistent and engaging designs

MEDITECH Graphic Designer *(September 2002-July 2006)*

- Responsible for the design and production of new sections targeting medical professionals for MEDITECH's external website