ANDREW
GIANNELLI

http://andrewgiannelli.com

http://paper.li/giannelli.1291505870

Profile

Award winning director of design and user experience. Created innovative digital user experiences and strategies for world's leading media institutions: **The Wall Street Journal Digital Network— The Online Journal, Barron's Online and MarketWatch and The Gerson Lehrman Group**. http://www.glgroup.com | http://wsj.com | http://barrons.com | http://marketwatch.com

Experience

ADAVI Interactive Media, Inc. NYC, New York
1995 - Present
Freelance design practice servicing start-ups and other medium to large size organizations. Designed online properties for the following organizations: The Independent Agenda, The Money Show, Film Society of Lincoln Center— New York Film Festival, Apple— New York Quicktime Festival, Museum of The Moving Image, GE Capital Services— Corporate, and The Wall Street Journal.

Director of Design and UX, Gerson Lehrman Group — NYC, New York
2008 - 2010
Hired in June of 2008 to create a Design & User Experience department to help accelerate and enhance GLG's product offerings.

Lead the adoption of the agile methodology for the UX team. This methodology enabled us to rapidly prototype and release new product features and enhancements. For example, we redesigned the public online experience in six weeks. ROI and data metrics exceeded expectations.

Design directed the first mobile product offering for GLG's Consulting Management Platform. Created numerous product offerings and enhancements to the Research and Survey Management Platforms. Directed the design of a soon to be released media property that will disseminate expert analysis and opinion.
http://www.glgroup.com

Director of Design and User Experience, The Wall Street Journal Digital Network—
NYC, New York
1995 - 2008
Designed the complete visual online presence of sites— logo and brand identity, information architecture, user experience, navigation, taxonomy, news and special reports, interactive graphics and advertising/sponsorship opportunities.

Designed new product features and tools for the existing product lines using the latest web 2.0 technologies—portfolios, blogs, communities, and mobile product offerings.
http://wsj.com/wsjportfolio | http://blogs.wsj.com | http://forums.wsj.com | http://mobile.wsj.com

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Director of Design and User Experience, The Wall Street Journal Digital Network—
(Continued)

Created a fully customizable news reader companion to the Online Journal which aggregates content from WSJ's digital network as well as from outside sources: http://newsreader.wsj.com

Created a social networking site for WSJ customers to share information about news and other personal interest content such as travel, leisure, health, etc. (currently in beta) Partnered with third parties such as Sphere and Loomia to help readers get related news about topics to meet their personal and social networking needs.

Established design philosophy and best practices to ensure products meet corporate goals. Product innovation leader to meet corporate and customer needs. Created user experience centered design methodology for research and product development

Design Director, The Wall Street Journal Online
2001- 2006

Redesigned Barron's Online as a standalone product from the Online Journal. Created the logo, home page look and feel, user experience and login and subscription registration.

Data metrics indicate a success —target of 100,000 paid subscribers,increase in page views and time spent on site goals were achieved. http://barrons.com
Successfully integrated key stock and market data information from the print Journal into WSJ Markets Data Center. Created the information architecture, interface, user experience, navigation, product features and all related marketing efforts for the successful introduction of WSJ Markets Data Center. Most recent data metric reports show high usage and very positive growth for MDC. http://online.wsj.com/mdc/page/marketsdata.html

Design directed the integration of MarketWatch into the network of WSJ sites. Cross promoted the unique benefits of MarketWatch to WSJ.com, and Barron's users. This successfully increased usage of the overall product network of sites.
Directed the gut renovation of the Online Journal. This large scale project consisted of an overhaul of the information architecture, commerce system, a complete integration of print Journal online.

Designed the user experience, taxonomy, home page, main sections and article page layout and key tools such as Portfolio, Company Research, and My Online Journal. http://wsj.com/wsjportfolio | http://online.wsj.com/page/companyresearch.html | http://wsj.com/myonlinejournal/us

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Senior Designer, The Wall Street Journal Interactive Edition
1995 - 2001

Brainstormed, sketched, researched ideas, created prototypes, conducted usability testing and launched the design of the Journal's first online interactive newspaper which successfully extended the franchise in a new medium.

Created the site's identity, taxonomy, navigation schema, search and new product features and tools such as: Search, Briefing Books and Personal Journal (personalized news and portfolio's).

Designed the online user experience of acquiring customers to a paid subscription site, which to date has generated over a million paid subscribers to the Online Journal. Developed processes to produce original online graphics and repurposing of print's daily art for online use. Built a design team to successfully meet the needs of a 24/7-graphics news operation.

Education

New School University — MA Communications
Pratt Institute — Interactive Media Certificate
Parsons School of Design — Advanced Graphic Design Studies

Affiliations

Society of News Design Member
Good Experience Member
Member of Semantic Web NYC
Interaction Design Association Member
Numerous Cody Awards for The Wall Street Journal Online
New Media In-Vision Award — Best Online News and Information Site