

LARRY SICKMANN

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SUMMARY

I'm a veteran designer geared with 25 years experience in UX design, print & publications design, direct response marketing, branding &, logo design, hand lettering, and illustration.

EXPERIENCE

Visual Language UX Designer | Nerderly

Mar. 2012 – Current

I design visual interfaces for screens. I define digital product features by gathering requirements through interviews and workshops. I create solutions for web & mobile apps, e-learning applications, websites, and intranet sites through project definition, information architecture, interaction design, and visual design.

Sr. Interactive Designer | North American Membership Group Aug. 2005 – Mar. 2012

While managing a small team, I defined and designed ongoing digital marketing department initiatives for 12 brands, including direct response promotions for emails and landing pages, website maintenance, and designing or redesigning logos.

Art Director | North American Membership Group

Nov. 1997 – Aug 2005

While managing a small team and collaborating with editors, photographers, and illustrators, I helped transform *North American Hunter* into an award-winning magazine. Additionally, I collaborated with the marketing team, creating print and trade show marketing materials.

Assoc. Art Director | North American Membership Group

Nov. 1997 – Aug 2005

I designed and produced department pages (and the occasional feature) for *North American Fisherman* magazine and its marketing materials.