



CONSULTING Jan. 2000 - present

NBC Sports
Sand Hill Wines
Mount Sinai School of Medicine
South Denver Pulmonary
Wild Farm Alliance
Schering-Plough Corporation
Minor & Brown
PureGig

NBC Olympics
Colorado Retina
Johnson Legal Group
Rutgers University
Senator Dave Owen
Hutchinson Black & Cook
EasyNews
Solucian Networking

EMPLOYMENT

May 2008 - present

NBC SPORTS - Stamford, CT

Interactive Designer

- Maximized value of content by designing unique ownership opportunities for advertisers.
- Redesigned NBCSports.com website to feature high-value content and improve usability.
- Provided training and support to third-party design and development teams.
- Produced compelling mockups for successful proposals to national brands including:

Toyota	Sprint	Wendy's	Lexus
Mercedes	Prudential	ING	Jeep
Allstate	Bank of America	The Hilton Family	Johnson & Johnson
Coca-Cola	Allstate	Head & Shoulders	Dockers

Jul. 2007 - May 2008

THE CREATIVE GROUP - New York, NY

User Interface Designer

- Redesigned NBCSports.com within CMS framework for partnership resulting in 1200% traffic increase.
- Designed NBCOlympics.com popup video player, viewed 1.3 billion times by 50 million people.
- Designed rich media ads and microsites for sales and cross-promotional opportunities.
- Improved user experience by advocating and implementing best practices.

May 2000 - Mar. 2001

EFRONT MEDIA - New York, NY and Costa Mesa, CA

Creative Director

- Directed creative resources to support "Top 50" Media Metrix network of 150+ websites.
- Produced compelling mockups for affiliate and partnership opportunities.
- Established and maintained style and usability guidelines.
- Worked directly with Marketing Director to produce media kit.

Mar. 2000 - May 2000

EFRONT MEDIA - New York, NY

Visual Designer

- Worked directly with affiliates to provide creative services to large network of websites.
- Increased affiliate traffic by redesigning websites with usability principles in mind.
- Produced compelling online ads to maximize cross-promotional opportunities across the network.

Rod Boev
(434) 806-3173



rod.boev@gmail.com
www.inkreel.com

EMPLOYMENT cont'd.

Apr. 1999 - Oct. 1999

ZONE ONE GROUP - New York, NY

Design Associate

- Produced compelling mockups for winning bid on sizable client account.
- Designed and developed multilingual website for financial firm.

Sep. 1998 - Apr. 1999

THE I-WORD - New York, NY

Web Designer

- Produced brochure websites for local business owners.
- Developed ongoing relationships with clients based on their satisfaction with creative services.
- Leveraged promotional opportunities on local community websites to drive business.

CREATIVE SKILLS

Art direction
User interface design
Information architecture
Logotype design
Video transcoding & embedding
Print design

Visual design
Wireframes / prototyping
Animation / tweening
Photo manipulation
Vector illustration
Copywriting

TECHNICAL SKILLS

HTML / XHTML / CSS
jQuery & YUI
AJAX
ActionScript 3.0, XML processing
Enterprise-level CMS experience
Movable Type

SOFTWARE

Adobe Photoshop CS4
Adobe Illustrator CS4
Adobe Flash CS4
Adobe DreamWeaver CS4
Microsoft Expression SketchFlow
Firebug, YSlow, HTTPWatch

EDUCATION

University of Virginia
Doctoral studies in Pharmacology

Charlottesville, VA

Stony Brook University
B.S., Pharmacology

Stony Brook, NY

The Bronx High School of Science

Bronx, NY