MARC A. RAYMOND
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EXPERIENCE

Senior Designer, Experience and Product
Columbia Center for Teaching and Learning
New York, New York
Jul 2015 - Present
Provides creative direction and leadership to all learning design teams; shapes overall design strategy for projects and products; takes lead in solving complex learning design problems; partners directly with faculty clients, understanding their students' needs, and presenting design solutions; hires and guides junior designers, helping them develop their skills and grow in their roles; conducts training sessions and workshops.

Co-Founder/Consultant
Raymond Partners Design
New York, New York
Jan 2018 - Present
Actively listens to clients to understand their design needs, goals, and preferences; evaluates existing designs, branding, or products to identify areas for improvement or optimization; assists in developing or refining a brand's visual identity, including logos, color schemes, and overall brand aesthetics; provide expertise in creating user-friendly interfaces and optimal user experiences for websites, apps, or products; creates appealing graphics, illustrations, and other design elements.

Instructor, User Experience Design
The Dalton School
New York, New York
September 2012 - December 2018
Developed and designed a curriculum that introduced high school students to the fundamentals of user experience design; conducted engaging and informative classroom sessions to teach students about user-centered design principles, information architecture, and other aspects of UX; facilitated hands-on activities that allowed students to apply UX concepts in real-world scenarios; shared insights into the industry by discussing current trends, case studies, and real-world examples of successful user experiences; arranged for guest speakers from the UX industry to share their experiences and insights.

Senior Learning Experience Designer
Columbia University Libraries
New York, New York
July 2012 - July 2015
Led and mentored a team of web designers; ensured that final web designs met university standards of quality, functionality, and adhered to Columbia brand guidelines; maintained the responsibilities of the previous Web Designer role while contributing to the overall strategy and direction of all web, print, and video design projects.

Learning Experience Designer
Columbia University Libraries
New York, New York
July 2004 - July 2012
Provided creative direction and vision for web design projects; implemented responsive design principles to ensure websites function well across various devices and screen sizes; incorporated strong understanding of HTML, CSS, and other relevant coding languages from previous Front-End Developer role to facilitate prototyping and product creation.

Front-End Developer
Columbia University Libraries
New York, New York
January 2001 - July 2004
Created the structure (HTML) and style (CSS) of web pages to ensure proper presentation and layout; wrote JavaScript for interactive and dynamic elements on the client side, enhancing student experience through functionalities such as animations, form validation, and real-time updates; conducted testing and debugging to identify and resolve issues or bugs in the code; documented code, processes, and project-related information to facilitate collaboration, maintenance, and knowledge transfer within the development team.

User Interface Designer
Earthlink, Inc.
Atlanta, Georgia
May 1998 - April 2000
Created wireframes to represent layout and structure of the interface, design the visual elements of the interface, including color schemes, typography, icons, and images; developed and maintained design style guides that document the visual elements and guidelines for consistent implementation across different parts of the interface and multiple projects. Address design challenges and find creative solutions to improve the usability and balance aesthetics with functionality.

EDUCATION

M.S., Strategic Communication
Columbia University in the City of New York

B.A., Communication, Media Communication
Rhode Island College

SKILLS

Adobe CS • Branding • Coaching • Collaboration • Design Thinking • Figma • Flexibility • HTML/CSS • Mentoring • Public Speaking • Research • Strategy • Teaching • Webflow