DOUGLAS RICHARD DEMARCO

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209 Park Street, Montclair, NJ 07042

*Bringing design concepts to life for over 20 years as a leader, product designer, and front-end developer*

EXPERIENCE

**Spotify** • New York, NY

Manager, Design Prototyping | February 2018 – present

* Lead a team of hybrid designer/developers on a mission to deliver high-fidelity prototypes, support the prototyping efforts of Spotify's UX designers, and provide toolkits and documentation that make prototyping easier and faster
* Managed three senior-level prototypers located in New York, London, and Stockholm
* Collaborated with the VP of Design and a design director to create a new team designed to serve the prototyping needs of R&D teams across Spotify

Senior UX Developer | November 2014 – February 2018

* Introduced the art of high-fidelity prototyping to the R&D team responsible for Spotify's advertising products and helped design management formalize the role of "UX Prototyper" at Spotify
* Built prototypes for new advertising products within the Spotify app (across all platforms) while collaborating with designers, product owners, user researchers, and developers
* Managed UX Prototyper interns during the summers of 2016 and 2017

**DeMarco Interactive** • Jersey City, NJ

Owner & Creative Director | March 2011 – November 2014

* Founded DeMarco Interactive in an effort to provide small and medium-sized business with web services at reasonable rates, averaging a revenue increase of 107% YOY from 2011-2014
* Project-based and on-site consulting assignments for clients such as Nourish Snacks, Spotify, Vibrant Media, Volition, and Structural Graphics focused on API driven advertisements for mobile and desktop, prototyping, email campaigns, websites, landing pages, and general web design/front-end development

**Vibrant Media** • New York, NY

Senior UI Engineer | August 2009 – March 2011

* Led the design and front-end development for Vibrant’s suite of advertising products (In-Text Ads, Dynamic Display, Related Content, and Vibrant Toolbar) reaching 251 million users/month (comScore, March 2011)

Senior Product Designer | August 2005 – August 2009

* Conceptualized, designed, and developed Vibrant Video, the internet's first in-text video advertisement, which received over 300 million impressions per/month

**Murphy & Co.** • Greenwich, CT

Senior Designer | August 1999 – August 2005

* Led the design and development of accenture.com homepage during the 2003 and 2005 redesigns

EDUCATION

**Washington University in St. Louis** • St. Louis, MO

BFA, Graphic Communications | August 1995 – May 1999

* Concentration in Illustration
* Edmund H. Wuerpel Award recipient
* Qualified for 1997 NCAA D-III Cross-Country National Championships

ACHIEVEMENTS

* [US Patent 10,878,438 B2](https://pdfpiw.uspto.gov/.piw?Docid=10878438): Audio advertising interaction with voice interactive devices
* [Keynote](https://www.youtube.com/watch?v=mGKG4XQ67qk) Speaker at [Design Prototyping Summit 2020](https://designprototyping.splashthat.com/) (Webinar Series), 5/28/2020
* Featured in a [partner testimonial video](https://www.framer.com/blog/posts/case-study-spotify/) for the Framer X prototyping tool, 9/2019
* Ptents pending for work done at Spotify around voice activated advertising
* Keynote speaker at Designers and Geeks NYC, 10/19/2015 - *The Point of Prototyping*
* [US Patent 9,002,895 B2](https://patents.google.com/patent/US9002895B2/en): “Systems and Methods For Providing Modular Configurable Creative Units”
* 2003 “Best of Websites” Galaxy Award for work done on accenture.com