


Mark Riley LeBay | A creative director with strong business acumen and 16 years experience developing branding, marketing, and learning systems utilizing tools that leverage digital, internet, social, and traditional media. Specialties include: communication design, ux design, and simulation design with an emphasis on business training, education, policy deployment and strategic planning/change management. Contact: +1.812.233.3456 | Mark@iQguys.com  | [Download Design Portfolio \(15MB\)](#) 

Employment History Summary

▪ **iQguys, LLC** | Ann Arbor, MI

Creative Director. 2005 - present. (Select Experience)

- Business development for iQguys assisting its transition from a small three-member partnership to a ten-employee business with operations in both Wisconsin and Michigan.
- Transitional “Chief Marketing Officer” for the launch of online start-up TherapyCharts™, a company providing mental health practice management and electronic health records services. Involvement has included product development, naming, branding, market positioning and strategy, online marketing and SEO, channel partnership identification and development, conference booth procurement and design, copywriting and graphic design for brochures, web content, and advertising.
- Lead business training simulation design consultant for Colonial Life executive training simulation.
- Lead brand design consultant for the brand launch of numerous start-up companies and organizations including the Erb Institute for Global Sustainable Enterprise (contracted by the University of Michigan Ross School of Business) and Will Work For Food (a Clinton Global Initiative).
- Lead website design and information architecture consultant for numerous clients including The United States Council for Automotive Research (a joint venture of Chrysler Group LLC, Ford Motor Company and General Motors Company).
- Concept design and interface prototyping for The Financial Times and the University of Michigan Hospital Systems Continuing Medical Education program.

▪ **Madison College Commercial Art Department** | Madison, WI

Instructor / Adjunct Faculty. 2007 - present.

- Course instructor and instructional content developer: “Webpage Design”, “Web Design Project Management”, and “Introduction to Computer Graphics”.

▪ **Factotem Consulting** | Chelsea, MI

Interactive Media Designer / Brand Consultant. 1997 - 2005. (Select Experience)

- Design and development of online market research tools for HON furniture.
- Codesign of web survey interfaces for numerous end-clients, including EDS, Fallon Clinic, The National Benchmark Survey, and Duke Energy. The Duke Energy survey interface was featured as a prescriptive case study in a July 2003 Harvard Business Review article.
- Brand and online development consultant for numerous end-clients including Orange Lake Resorts, Texas Tourist Board, Isiah Thomas Enterprises, SimpleRate, and Careersite Corporation.
- Project creative lead to Lucid Link Wireless Security. Involvement included script, interface, illustration and animation for product tutorial / promotional CD-ROM.

▪ **Washtenaw Community College School of Visual Arts** | Ypsilanti, MI

Instructor / Adjunct Faculty. 2004 - 2005.

- Course instructor and instructional content developer: “Design for the Internet” and “Photoshop Graphics”.

▪ **Spartacus Consulting** | Ann Arbor, MI

Interactive Media Designer / Training Consultant. 2001 - 2003. (Select Experience)

- Part of an eight member team that built and launched Neolytica, a web-based Laboratory Information Management System (LIMS) purchased by The Dow Chemical Company.
- Codesign of the web-based LIMS information architecture, user experience/process, and user interface.
- Design and implementation of web-based training for Neolytica customer service representatives.
- Design and development of interactive branding and marketing support materials.

▪ **Simulation Solutions** | Pinckney, MI

Simulation Designer / Training Consultant. 1997 - 2001.

- Codesign of “Sim-i-Tri”, a five day business simulation contracted by The Ford Motor Company and used as part of a change management effort during the world-wide launch, and eventual spin-off, of its Visteon brand. The simulation was used to train thousands of Ford and Visteon employees in North America and Europe.
- Simulation Design Consultant for Quantum Solution’s executive leadership training simulation. Began use in 1997 by EDS.

▪ **The University of Michigan College of Engineering** | Ann Arbor, MI

Systems Research Programmer. 1993 - 1997. (Select Experience)

- User interface design and implementation of the Michigan Intelligent Transportation Systems (MITS) pager and web-based notification system. A software tool used by the MITS Center to prenotify participating drivers of traffic delays along their route.
- Codesign and development of decision tools for a two-day seminar of the International Joint Commission on the Great Lakes hosted at the Gerald Ford Presidential Library. Used by the Council of Great Lakes Research Managers to identify priorities and coordinate international research thrusts in the Great Lakes regional basin.
- Codesign and facilitation of the “ITS Deployment Exercise” simulation. A seminar tool used by Intelligent Transportation Systems (ITS) planners and systems integrators to discuss deployment strategies. The exercise was later used for education and outreach deployment efforts.
- Visualization of the ITS deployment system. Posters of this illustration were printed and distributed nationally; a copy was displayed in the front lobby of the U.S. Department of Transportation (USDOT), Washington D.C.
- Codesign of the Road Commission of Oakland County’s Systems Integration Model for ITS deployment: an interactive model used as an educational tool for future ITS systems integration efforts throughout the U.S.
- Co-authored published articles including “A Model of Systems Integration To Facilitate ITS Deployment” for the United States, Joint Program Office for Intelligent Transportation Systems.

Education

▪ **Bachelor of Fine Arts - Industrial Design, The University of Michigan** - Ann Arbor, 1993

- Magna Cum Laude, Phi Beta Kappa, Keifer Award scholarship, Simulation and Gaming Certificate Program

Select Technical Skills

XML, XHTML, DHTML, CSS (1, 2), Flash ActionScript (AS 1, 2, 3), JavaScript, jQuery, Drupal 6 (theming & administration), Flash, Illustrator, Photoshop, InDesign, DreamWeaver, Google Apps, familiarity with AJAX, PHP, ASP, MVC and Object-oriented programming. Download Portfolio at: <http://zelat.com/lebay/portfolio.pdf> ☐

Miscellaneous

- Head Tennis Coach. Oakland Catholic Highschool (Pontiac MI). 1991 - 1993
- Lead Drill Designer and Instructor. Southfield Lathrup High School (100 piece competition band). 1987 - 1993.