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**Lyris Inc.**  
**Director of User Experience**

March 2012 to present

Leading the design of the next generation user interface in an agile environment for Lyris's Enterprise Automated Marketing software. Adapting and maintaining the current product line to expand usability and sync to current visual standards. Overseeing the creation of the visual design specifications, graphic design standards documentation, and UI pattern library

Participate in strategic meetings with internal team and cross-functional teams  
Translate functional requirements into sketches, wireframes, specifications, mockups and prototypes

**Dale Mauk Design**  
**Owner & Creative Director**

April 2001 to present

Providing elegant design and implementation for the gaming, educational, SaaS, and museum exhibit marketplace.

Client list includes:

Allen Interactions

Coinstar

PG&E

UC Davis

Benefit Cosmetics

GM

Red Hill Studios

UQ Inc.

California Science Museum

Lilly

RiptideIO

WestED

**Pace PLC**  
**Senior Visual Designer**

May 2011 to March 2012

Designed consumer facing interfaces for cable and satellite set top boxes. Produced wire-frames and visual design along with engineering specifications. Worked primarily with international clients as well as next generation internal concepts.

**Apple**  
**Senior Visual Designer**

June 2008 to May 2011

Designed and created a completely new user interface installed under OS X for customer facing diagnostics to be run at the genius bar. Design requirements included a dissimilar look to OS X and iOS yet reflective of the Apple brand.

**Akimbo**  
**Creative Director**

December 2007 to May 2008

Brand development and strategic implementation, web site design and traffic growth, UI design and implementation, and overall staff management. Designed and implemented third party white label web sites.

**Mindspan**  
**Art Director**

May 2001 to July 2007

Led a multi-talented art team in the design and implementation of art for a MMOG ranked #1 in it's category for 3 years. Defined branding identity across client, web, print and television environments. Oversaw 3D and special effects production utilizing 3D max, Rhino 3D, Photoshop, and After Effects. Established a production pipeline resulting in %100 on time delivery.

**Hypnos Entertainment**  
**Art Director**

March 1998 to May 2001

Built the foundation for a strong art department. Defined the art department strategy and hired appropriate staff. Oversaw the art production and insured timely deliveries of all Hypnos titles. Art directed character design and visual story development.

Continuously defined new time saving production methodologies as well as evaluated new art technologies. Games produced: Jack Nicklaus 6

**Accolade/Infogrames**  
**Art Director**

1993 to 1998

Oversaw all internal and external art resources. Insured art quality and timeliness. Built and managed a cohesive art team of 14 to 22 internal artists. Art directed character design and visual story development. Continuously developed corporate art strategies, and defined new time saving production methodologies. Researched and evaluated new art technologies.

Games produced: Jack Nicklaus 4, Jack Nicklaus 5, Test Drive 4, Test Drive Off Road, Hardball 6, Hardball 6 for Playstation, Hardball 5, Hardball 4, Star Control 3, Deadlock, Deadlock 2, Super Bubsy, Bubsy 3D, Legends Football, Zero Tolerance, Balls, Jack Nicklaus On-Line, Eradicator, Test Drive Off Road 2, Test Drive 5, StarCon, Redline, and Slave Zero.

**Associations**

Member of the Advisory Board of the Computer Game Developers Conference 1997, through 2000.

Curriculum advisor 1996 - 1999 Academy of Art College, San Francisco.

Extensive freelance Design 1987 - present.

**Education**

Academy of Art College - 1989, four year degree in Illustration.

Foothill College - 1984, two year degree in Photography.