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## Summary

Highly versatile creative technologist specializing in **Transdisciplinary Synthesis** across narrative design, digital media, and aesthetic quality assurance. Proven expertise in building **Scalable Content Architectures** and **Behavioral Alignment Protocols** for complex systems.

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## Experience

### Principal Creative Technologist & Consultant

**EchoLure** · Self-employed | Jul 2025 – Present

- Invented and launched **EchoLure**, an open-source JavaScript library for emotional/haptic web feedback, significantly enhancing accessibility and experimental UX via a fluent, chainable API.
- Led production of **high-performing 3D and AI-generated creative content** (Blender, Krea.ai, Firefly), accelerating client adoption of next-generation visual strategies and pipelines.
- **Architected and integrated AI workflows** directly with traditional design platforms (Adobe Creative Suite) to deliver custom branded experiences efficiently.
- Provided executive-level advisory services to founders on **product execution, UI/UX direction, and creative strategy**, positioning early-stage launches for market success.

## UX/UI Consultant, Graphic Designer & Front-End Developer

**GlaxoSmithKline** · Full-time | 2013 – Mar 2021 (8 yrs 3 mos)

- Defined and delivered **strategic UX/UI guidance** for international pharmaceutical brands, ensuring **compliance with global regulatory standards** and optimizing user journeys.
- **Architected, maintained, and deployed robust front-end components** (HTML, CSS, and JavaScript) to ensure seamless, high-fidelity implementation across all brand platforms.
- Led cross-functional collaboration with marketing teams to **align creative outputs directly with global business objectives**, achieving improved brand cohesion and message consistency.

## Web & Print Design and Development (WordPress, HTML, CSS), Branding, UX/UI (contract)

**The Creative Group** | Dec 2012 – Jul 2013

- Executed comprehensive **brand and website redesign** for a consultancy specializing in pharmaceutical regulatory standards, significantly enhancing client accessibility and professional positioning.
- Designed and implemented a new WordPress CMS, **structurally optimizing the user experience** for complex information systems.
- Developed custom creative assets and promotional materials to **enforce brand strategy** across print and digital platforms.

## Web Developer, S.E.O., UI/UX Design

**Green Plus** · Contract | Jan 2011 – Dec 2012

- Led the **full-stack redesign** of the organizational website (HTML, CSS, JavaScript, PHP, and WordPress), resulting in quantifiable improvements to user experience.
- Consulted on SEO best practices, **optimizing site content and implementing Google Analytics** to establish data-driven performance tracking and enhance market visibility.
- Developed an automated scoring program in Excel, successfully **streamlining the self-assessment process** for clients and reducing administrative overhead.

# Graphic and Web Designer / Managing Partner

The Detroit Studio | Aug 2006 – Jan 2011

- As **Managing Partner**, spearheaded and directed the creative vision for all design projects while actively mentoring the development team.
  - Designed, developed, and deployed **numerous custom WordPress sites**, ensuring seamless user experience and meeting complex client specifications.
  - Oversaw and grew the custom merchandise line, **significantly increasing local engagement** and measurable brand visibility through strategic retail management.
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## Education

### 1. Digital Systems & Management Expertise

- **Digital Systems and Development:** Possesses over **25 years of foundational experience** in web development, specializing in core technologies including HTML, CSS, and JavaScript.
- **Strategic Leadership:** Served as **Managing Partner** and Creative Director of a graphic design firm for four years (The Detroit Studio) , demonstrating experience in team leadership, client execution, and driving significant brand engagement.
- **Structural Auditing:** Expert in **digital systems design** and maintenance, with a focus on fixing complex technical and aesthetic issues (e.g., visual ratios, rendering problems) to ensure flawless professional output.

### 2. Creative Content & Foundational Arts

- **Creative Direction:** Strong, multi-disciplinary foundation in the arts, covering graphic design, music production, video, and photography.
- **Fine Arts Discipline:** Meticulously trained in the **Suzuki Violin Method**, demonstrating a unique level of discipline and a highly developed capacity for precise execution, rhythm, and timing—skills directly applicable to consistent content creation and sequencing.
- **Transmedia Production:** Skilled in synthesizing diverse mediums (music, visual design, and narrative structure) to produce cohesive, compelling content across various platforms.

# Skills

**Behavioral Alignment Protocols (RLHF):** Expertise in designing and enforcing quality control, safety standards, and logical consistency across complex systems.

**AI Safety & Compliance:** Translation of High-Level Regulatory Compliance (FDA/EMA) into AI Ethics, Bias Mitigation, and Constraint-Based Innovation.

**Structural Integrity Auditing:** Advanced Root Cause Analysis (RCA) and Causal Variable Isolation for debugging system failures and logical inconsistencies.

**Team Leadership & Mentorship:** Experienced in technical mentorship, cross-cultural communication, and cross-functional collaboration.

**Transdisciplinary Synthesis:** Bridging technical implementation (engineering) with narrative design and aesthetic quality assurance.

**Scalable Content Architectures:** Expertise in building repeatable, high-fidelity content frameworks and design systems (analogous to advanced prompt design).

**Rhythmic & Temporal Discipline:** Advanced skills in pacing, timing, and motion (Motion Graphics/Sound Design), providing high-value expertise for temporal data modeling and video/animation training.

**Expert-Level Multimodal Design:** 30 years of foundational experience in print and digital design, leveraging the Adobe Creative Suite (Photoshop, InDesign, Illustrator) to enforce aesthetic quality and structural integrity across media.

**AI Alignment & Safety:** Practical knowledge of UX, design systems, and Accessibility Compliance (WCAG) for implementing ethical and user-centric AI output guardrails.

**Modular Prompt Engineering:** Expertise in developing reusable, structured prompt components (analogous to React/JS components) for efficient AI workflow automation.

**Web Performance Optimization:** Applied knowledge of efficiency and resource management for token economy optimization in LLM interactions.