

SUMMARY

Interactive Creative Director with a solid background in visual, interactive and motion design, skilled at understanding client objectives and translating them into captivating and effective user experiences. Offer 13+ years professional experience in creative services, marketing and advertising, and nearly all facets of rich media and video. Skilled at evangelizing innovative creative solutions and fostering team environments.

WORK EXPERIENCE

05 dec
present

Associate Creative Director — Traction

- Lead and mentor cross-disciplinary creative teams in user experience projects and interactive advertising campaigns. Clients include Bank of America, SAP, Sun Microsystems and ZoneAlarm.
- Assess and understand client marketplace and objectives to develop creative strategies that meet client needs.
- Participate in the creation and presentation of new business proposals and scoping efforts for potential clients.
- Assist in project management and budget tracking efforts to ensure accuracy of creative scope, schedule and budget.
- Facilitate open communication between account, creative and technology teams.
- Serve as authority on all aspects of interactivity and multimedia including interaction design, visual design, Flash and video.

01 jun
05 dec

Creative Director — 8 Speed Multimedia

- Founded and operated a successful multimedia services studio in San Francisco. Repeat clients included Brookstone, Visa, DHL Worldwide Express, Siemens Medical Solutions, Western Union, Netscape/AOL, Microsoft and McAfee Security.
- Produced and directed a wide range of deliverables including kiosk presentations, CD-ROMs, websites, DVDs and motion graphics for web, broadcast and print mediums.
- Oversaw all things creative to ensure that projects were on time, on budget and on strategy.

00 sep
01 jun

Senior Designer — iXL

- Worked with creative teams and clients to create compelling online experiences primarily for iXL San Francisco's largest account, Virgin Atlantic Airways.
- Led the creative effort for several Virgin Atlantic online advertising campaigns. Worked closely with Account Management to solve specialized problems for the client.
- Served as Creative Lead and mentor for Junior Designers.

WORK EXPERIENCE (cont'd)

99 may
00 aug

Senior Designer — Organic

- Directed design teams through the redesign of large e-commerce Web sites such as Macys.com.
- Played a key role in defining Organic's development methodology for the creation of Rich Media.

96 nov
99 may

Interactive Designer — Freelance

- Designed and developed Web sites and interactive CD-ROMs. Repeat clients included Macromedia and Levi Strauss & Co.

95 mar
96 nov

Video Editor / Multimedia Producer — Foote, Cone & Belding

- Produced, directed and edited digital video for interactive CD-ROMs and videos.
- Coordinated creative teams from initial conceptualization to final launch.
- Edited video for television commercial animatics and internal communications.

EDUCATION

92 jan
94 may

M.F.A., Theater/Cinema — Southern Illinois University at Carbondale

- Playwriting, screenwriting, directing, and film production.

87 aug
91 dec

B.A., English — Southern Illinois University at Carbondale

- Creative writing (major), theater (minor).