

SUMMARY

I am a seasoned agency creative, an interactive creative director, a go-to guy; complete with a solid background in interaction, visual and motion design. I bring 14 years professional experience in creative services, marketing and advertising, and nearly all facets of rich media and video. I am passionate about creating compelling interactive experiences that map to business objectives and results.

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, Adobe, Walmart, 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 websites such as Macys.com and Textbooks.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 websites 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).