

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 15+ 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 TurboTax, Shutterfly, Bank of America, Adobe, Walmart, Sun Microsystems and ZoneAlarm.
- Develop creative strategies that meet client needs by assessing client marketplace and objectives.
- Serve as authority on all aspects of interactivity and multimedia including interaction design, visual design, Flash and video.
- Facilitate open communication between creative, account and technology teams.
- 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.

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 websites, kiosk presentations, CD-ROMs, 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.

WORK EXPERIENCE (cont'd)

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 user experience and advertising campaigns.
- Served as Creative Lead and mentor for Junior Designers.

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.

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).