

Objectives

To build brands through exceptional online interactive and socially driven experiences in a creative environment.

Education

Seneca College of Applied Arts and Technology / Digital Media Technical Production / Sept. 2004 – Apr. 2006

Education in marketing, 2D and 3D design, web development, usability, and traditional and online advertising. Additionally, as a part of my education, I also managed a team of ten other students in a work experience project. My duties included creative direction, project management, and connecting with our clients on a regular basis to present creative.

Experience

Organic Inc. / Design / July 2006 – Present

Designer working on a wide spectrum of online and digital advertising for Bank of America, Nike, and Chrysler. My role has consisted of providing art direction to a small team of designers on a day to day basis, to developing the art direction of large national (US) campaigns which carried out to several other channels of media including digital point of service displays, ATMs, and electronic billboards. Moreover, I am also responsible for presenting creative concepts to internal and external clients across Organics network.

Seneca College / Web Producer, Social eLearning Platform / June 2005 – June 2006

Responsible for the design and development of several micro-sites for the college. My role specifically was to optimize the design and usability of their students and faculties e-learning web application. Additionally, I was also responsible for writing supporting documentation for the 50,000+ full and part time students that used the web application.

Noise / Owner / January 2006 – Present

Initially starting as a college project, I grew noise to be a small freelance company creating web applications, micro sites, and mobile sites for local businesses in my area. My duties currently range from presenting creative to clients, working occasionally with freelance designers to develop creative concepts, and consulting with clients to strategically develop their online presence and drive traffic to their online assets.

Clients

Bank of America	Sony Pictures
Chrysler	Fox Broadcasting
Nike	Estee Lauder
Sprint	Mitsubishi

Skills

Photoshop	Social Media
Illustrator	User Experience
Flash	Usability
After Effects	Interactive Design
(X)HTML + CSS	Emerging Tech.
ActionScript 2.0	

Strategic Overview

Social Media is an integral piece of the online puzzle that brands are embracing at a consistently increasing rate. My most recent successful endeavor in social media includes the Heineken fan page I run currently administer on Facebook. Nearly one year later the page has accrued more than 275,000+ fans. I currently spend my free time working with Facebook and Heinekens online agencies to add content and moderate this community of rabid Heineken fans from around the world. Moreover I also work with these agencies to study the analytical data we receive for the page.

The Mobile Web is an interest I've taken to over the last year. The iPhones continuing market growth is opening new doors for a more robust online experience while on the go. Mobile retail sites are launching at increasing rates, and ad vendors are responding to this growth by creating both standard and rich media ads. My knowledge of iPhone site design, development and how this technology can best be implemented in advertising are an extremely valuable skill to have in 2009.

Interactive Media has been the cornerstone of my college and professional career thus far. My design and technical background has given me an excellent edge in creating online experiences for rich media banners and full online experiences. My experience with video and post production has also given me ample knowledge in motion graphics and 3D design as well.