

PROFILE Talented and highly creative leader with 16 years experience in ideation, web, interactive and graphic design, commercial art direction, and project management. Able to generate creative initiatives and produce quality design reaching a target market. Has worked with clients such as Kia, Toyota, American Racing, Shimano, Targus, SafeCo Insurance, Kelly Blue Book and National Business Brokers plus many more. Skilled at visually communicating through multiple cross media solutions. Articulate and energetic, thrives on collaborative team environments where exchange of ideas and pushing beyond traditional design boundaries achieve the harmonious integration of media. Detail oriented, with sharp presentation and organizational skills, and a “make it happen” attitude.

Ideation & Branding	Flash / Interactive Design	Client Presentations	Project Management
Creative Direction	Graphic Design	Print Production	Marketing Collateral
Art Direction	Web Site Design	Sound / Audio	Budgeting & Forecasting

- RECOGNITION**
- Multiple American Graphic Design Awards
 - The Creativity Annual Award - 35, 34, 33
 - Summit Creative Awards, Bronze
 - First Place in Senior Design Contest - Cal Poly Pomona

PROFESSIONAL EXPERIENCE **CREATIVE DIRECTOR / OWNER**
Open Eye Design, Inc. – 1997 to current

Award winning design firm offering creative design, branding and marketing services to small and medium size companies ranging from \$10 to \$100 million in revenue.

Organizational leader - directing corporate vision, overseeing finance, human resources, creative department, and sales. Hands-on direction of creative and branding image for both web and print related projects.

Creative Direction

- Directed creative path for design, branding, and production of award-winning projects.
- Maintained and managed creativity and objectives for projects, guiding designers on creative direction.
- Established an online project review system (OED extranet) where clients can review, approve and post messages on individual projects during multiple design stages. Saved time and money with Open Eye Design staff having the capability to update and handle administration.

Operations

- Driving force behind company, building it from a DBA business to an incorporated design firm working for clients with revenues of \$100+ million.
- Significantly improved design productivity and business efficiency by spearheading the development and implementation of procedures, tools and processes.
- Oversight of day-to-day operations of the design team.

Sales & Marketing

- Built brand and image recognition for clients by designing marketing materials such as advertising pieces, marketing collateral, web site, CD-ROMs, flash animation, and online, presentation and sales content.
- Met and exceeded client retention rate by diligently managing accounts and liaising with clients.
- Achieved strong and sustainable gains by presenting company highlights to new and prospective clients.

**PROFESSIONAL
EXPERIENCE**

cont.

CREATIVE DIRECTOR

Breviti, Inc. – 2009 to 2010

Breviti is an award-winning branding agency providing marketing strategy and implementation, web and interactive design, advertising, direct response and high-end brand development.

Creative director and chief designer. Provided strategy and ideation for all client work and for the company's external marketing.

- Creative direction and design on branding for companies within the home building market, construction business and legal/ethics industry.
- Design and programming on websites and interactive presentations using Flash, HTML and CSS.
- Project management and overseeing designers and programmers for multiple web based projects.

ASSOCIATE CREATIVE DIRECTOR

ES3 – 2008 to 2009

ES3 is an oasis for those who think differently and dare to challenge the conventional. It's a place where great ideas evolve and explode with unmatched creativity — culminating in cutting-edge marketing; business communications and interactive programs that change the way people think, learn, perform and react.

Associate creative director and designer for web projects and printed material for the automotive industry.

- Led the creative direction and design for Toyota's 2010 vehicle printed guide and online interactive PDF catalog.
- Creative direction, management and design for interactive Flash websites, registration kiosks design, event graphics and marketing collateral for KIA Motors' launch of the 2010 Soul.
- Worked in teams along side designers, account managers, video producers and copy writing professionals.
- Ideation and development of proposals for client work. Presentation of artwork and strategy to es3 clients, Toyota and KIA Motors.

SENIOR ART DIRECTOR

Evolve Media – 2005 to 2008

Evolve Media is passionate about the communicative power of design. Assembled with uniquely diverse talent, they develop interactive and print communications for a wide variety of clients, often in partnership with some of the largest B2B and B2C brands in the world.

Art direction, management, graphic design, Flash design, website design and programming on several projects for clients such as, American Racing, Bosley and Shimano.

- Worked in teams along side the creative director. Supervised the design and development for multiple projects, including websites, e-marketing campaigns and Flash websites.
- Established client relations through project management, presentation of artwork/ideas and proposal development and delivery.
- Took projects from start to finish, including designing and programming finished web sites containing HTML, CSS, Flash and ActionScript.
- Designed logos and multiple page brochures. Oversaw print production.
- Designed and helped develop procedures for the company's ancillary business tools such as websites for E-Marketing, Search Engine Optimization and site hosting.

**PROFESSIONAL
EXPERIENCE**
cont.

GRAPHIC DESIGN AND MULTIMEDIA / WEB DESIGN CONSULTANT

Earned a reputation as a creative individual who generated freelance work in designing web sites, creating multimedia materials, flash content, Shockwave content, streaming video, interactive CD-ROMs, corporate identity and printed marketing material. Acted in various roles including Art Director, Graphic Designer and Web Designer. Projects include:

Celtic Leasing – 2004 to 2009

Fortune 100 equipment leasing company.

- Designed and established new corporate identity/brand image for Celtic Leasing and it's subsidiary companies, GoWest Leasing and Provident Leasing. Work completed includes: logos, corporate stationery, brochures, direct mail, trade show booth graphics, flyers and trade ads.
- Website design and programming (HTML, CSS, Flash) for Celtic Leasing, GoWest Leasing and Provident Leasing corporate websites, E-marketing campaigns and interactive PDF forms.

The Creative Group – 2004 to 2008

Large creative staffing firm specializing in matching the top creative talent with the best companies.

- Consulted and delivered creative solutions and designs for the websites of Kelly Blue Book and Targus International.
- Worked within a team environment to present design compositions and execute production for projects.
- Created an interactive CD-ROM presentation for Safeco FIS to boost sales and marketing.

National Business Brokers – 1999 to 2009

Consultant intermediaries for buyers and sellers of automotive dealerships.

- Competitively positioned the company by establishing its brand with a cutting-edge image that attracted their competitor's customers.
- Expanded company image and sales through informative video and an interactive website including an automotive dealership account system with searchable dealership database and dealership valuation calculator.
- Designed and produced the company brochure and all graphics for a nationwide tradeshow booth.

Gener8Xion Entertainment – 2003 to 2008

An independent entertainment company engaged in the financing, production, distribution and development of "family based" feature films, episodic television shows, animated features and documentaries.

- Provided creative consulting and completed design and production (HTML, CSS, Flash) for; Gener8xion's corporate website, television series - "DHS" website and feature film - "One Night With The King" website, which helped boost promotion and ticket sales by providing an online theater search system.

MK Battery – 2000 to 2008

One of the largest manufacturers and distributors of batteries for motorcycles, watercraft, HME market, golf carts, car audio, and home security devices.

- Innovative development of company website (HTML, CSS and Flash), managing all creative direction, design and production.
- Increased sales, productivity and numbers by adding shopping cart and database search features to website to allow customers the opportunity to search specific battery types for specific needs and receive all pertinent data to order online.
- Liaison account manager, which communicated client needs to back-end programming team and provided solutions that exceeded client expectations.



PROFESSIONAL EXPERIENCE
cont.

Sunrider International – 1999 to 2002

Large manufacturer of herbal foods & cosmetic products sold through multi-level marketing and retail stores globally.

Handpicked for multimedia talent and design skills to create, design and produce multimedia / new media projects consisting of websites, interactive CD-ROMs, flash content, Shockwave content and streaming video.

- Achieved award-winning results in design and production of two interactive CD-ROMs, (Kandesn and Sunrider’s) in three languages – Chinese, Korean and English. CD was distributed globally, and so popular at the yearly convention that it sold out upon release.
- Creative vision in designing the company website, collaborating with back-end programming team from KPMG, and presenting design reviews to team and Sunrider staff. Liaised with IS department to oversee the front-end design of the company’s website.

GRAPHIC DESIGNER

Course Technology – 1991 to 1997

Medium sized company that develops online teaching systems, and produces and sells textbooks for college courses on computer software programs, operating systems, and computer technology.

Integral member of design team that produced textbooks and online teaching systems. Independently created 3D generated artwork as content for textbooks and online systems, as well as flash animations.

- Technologically advanced company by developing their first interactive learning device on CD-ROM.
- Pioneered, designed and programmed an innovative interactive online learning system.
- Contributed to the design and layout of over 30 textbooks published and distributed to college campuses.

EDUCATION

B.A. – Art / Graphic Design, California State University, Cal Poly Pomona
3-year Architecture studies, Woodbury University
A.A. – Architecture, Fullerton College

Ongoing Professional Development

COMPUTER EXPERIENCE

Dreamweaver	Illustrator	CSS Edit	Power Point
Flash	InDesign	Acrobat Pro	Word
Photoshop	QuarkXPress	iWork 09	Excel

ASSOCIATIONS

Toastmasters International: Completed Competent Communicator 10 speech program
American Institute of Graphic Artists (AIGA)
Relationship Building Network (RBN)

HOBBIES

Art, playing bass guitar, music, playing basketball, karate, other sports and fly-fishing.

REFERENCES

References available on request.