

Interactive Art Director

ROBERT SMITH

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Objective

Seek to advance skill and knowledge in the field of digital design, motion graphics, and storytelling while continually pushing skill sets further to create stories that connect and move people.

Skills

Creative Direction, Web Design, Mobile Design, UI Design, HTML/CSS, E-Commerce Design, Graphic Design, Javascript/jQuery, App Design, Software Interface Design.

Work Experience

Interactive Art Director

ABC Corporation - April 1996 - September 2002

- Together with the Marketing Department, establish and re-brand the corporate identity.
- Produce strategic interactive Web marketing materials.
- Streamline all web products and international websites to coincide with the new corporate identity.
- Accountable for outside all web advertising banners, client HTML e-mails, and some marketing collateral.
- Web banner ad creation.
- Hand makes company awards.
- Promoted from Promotions Designer to Web Art Director.

Interactive Art Director

Delta Corporation - 1993 - 1996

- Created websites using HTML, CSS and Flash animation Developed strong concepts in both traditional and digital media by collaborating with the .
- Created designs for homepages and emails from start to finish, including concepting and ordering photography.
- Designed interactive experiences for brand launches for both desktop and mobile.
- Prepped images for web, including light retouching and file optimization.
- Created wire frames and plans UX for interactive pieces.
- Digital Advertising Concepts, Flash Design, Animation & Development for Victorias Secret, Sony.
- Digital Advertising Concepts & Flash Design, Animation & Development for BD, NuvaRing, Xyzal.

Education

2D Design Principles - (NYU School of Continuing and Professional Studies - New York, NY)