

Brian Shadis. Interactive & Print Creative Direction and Design

Profile I'm a dedicated and driven Art & Creative Director, Graphic Designer and Photographer with wide-ranging experience in Marketing, Interactive Design, UI Development and Consumer Usage, e-commerce and Print Design. My strongest qualities include: a solid understanding of technologies and how they affect projects, a wide range of experience in marketplace usability & user trends development and design (print and interactive), excellent planning and interpersonal skills, I'm a good leader and a dynamic team player with the ability to work individually or in a collaborative capacity. I have over 15 years of experience with the continuing desire and ability to learn new skills quickly, an assured & uplifting attitude with the ability to maintain a positive energy and an enjoyable work environment while meeting and exceeding tight deadlines on a daily basis.

Objective To utilize my skills and passion for my profession to their fullest in order to help develop/further enhance brands. To continue to learn & grow in an ever-changing market so that my skillset becomes even more dynamic.

Education **May 1996 : BFA In Graphic Design**
Illinois State University : Normal, IL

Proficiency **Macintosh : PC**
OSX (Preferred) Windows XP, ME, 2000

Program Fluency Adobe Creative Suite 3-5 (All apps inside), Cinema 4D, BBEEdit, Quark XPress, Microsoft Office (Word, Power Point, Excel), Roxio Toast, Apple Soundtrack, Apple iMovie, Swift 3D, Cleaner, Sorenson Squeeze, HTML Mapmaker & more.

Capabilities **Internet Experience**
Industry Standard HTML (W3 Consortium), DHTML, JavaScript, PHP, Electronic Commerce, Server Consultation, Set-up and Maintenance, Internet Development, Information Architecture, Rich Media, Advertisement Banners (Flash, GIF), Animation Creation & Implementation (.GIF, Flash, QuickTime, MIDI, .RA, .WMD, Sound/Video Capture), Message Boards & Forums Design and Theme Creation.

Print Experience
Trademarks, Logos, Corporate Identity, Stationary Systems (Letterheads, Business Cards, Envelopes), Collateral Materials (Annual Reports, Catalogs, Folders), Magazines, Trade and Newspaper Ads, Brochures, Corporate Literature, Conventional Illustration, Digital Illustration, DVD Cover Design, Multimedia Packaging, CD Jewel Cases, POP/POS Displays (1/4 Cubes, 1/8 Cubes, etc.), Posters, Trading Cards and Calendars, Product Packaging, and more...

Audio Experience
MP3 Encoding/ Decoding, Video/ Audio Enhancement, GUI Interface Design, CD-ROM, POS/ Kiosks.

Marketing Experience
Retail & Social Media Campaign Theme Development & Implementation, Sweepstakes/ Contest Development, Copywriting, Direct Mailer Promotions, Advertising and Communications Design, Ad/ Copywriting.

Professional Experience **Jul 2009 - Nov 2010 : Creative Director : BAZI Energy Shots**
I went to BAZI to entirely rebrand the company and product line. My duties included developing and setting the company brand standard, redeveloping all company media and packaging, along with all of the marketing and advertising materials, both retail and social media. I was the sole individual in the entire organization working the creative side.

- Built brand strategies, marketing campaign themes, eye-catching messaging & content, and visuals which were descriptive of the newly-launched brand.
- Worked closely on defining business strategies, market infiltration and also worked closely with sponsored athletes to ensure brand consistency and to further develop the brand as a powerhouse.
- Worked with marketing manager to develop strategies for infiltrating the market with a healthy energy shot.
- Strategized, designed and developed all websites, print media, social media campaigns, clothing, media kits, promotional materials, and trade-show materials.
- Defined the creative/marketing process to bring a newly-launched product to market and responsible for all the media that came forth from it.
- Redeveloped an asset library and implemented online asset technology into a clean, organized, easy-to-find structure for employees and vendors.

Media included: Packaging, identity development, brochures, media kits, stationary, magazine and trade publication advertisements, web sites, UI & UE development, photo-shoots (directing and shooting), clothing, trade show booths & materials, and more.

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Jan 2009 - Apr 2010 : Creative Manager : Product Partners
My responsibilities included the creation of marketing campaigns and translating them into print and interactive designs. Also spearheaded Online Acquisition initiatives which included shopping cart development & landing page development/ enhancement in order to enhance customer acquisition percentages.

- Managed the Online Acquisition team to ensure that we met brand standards in development & design.
- Organized meetings with brand managers in order to spearhead new marketing initiatives.
- Developed and designed landing pages, banners, print media, clothing, for the company products and for our third party vendors.

Media included: Photo-shoots (directing and shooting), identity development, brochures, trade publication advertisements, web sites & UE development.

May 2008 - Jan 2009 : Contract CD/AD/UI & Mobile Graphic Designer : NBC-Universal
Developed & designed both traditional .com and mobile websites for television, online advertising media, banner & rich media campaigns and print materials. I performed duties of website producer, production, design, art and creative direction on all interactive and print media.

- Designed and developed television websites, social media sites, advertisements and print collateral around television shows.
- Managed the production of websites and their information flow with coders to ensure the exactness of the finished product.

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June 2006 – July 2007 : Creative Director : Alchemy Worldwide, LLC. : Sherman Oaks, CA

Developed and maintained print, interactive and e-commerce marketing campaigns for the health, fitness and household items industries. Re-developed brands in both print and web which successfully generated a 10-30% increase in customer response. Managed team of designers and trafficked workflows between the team members.

- Developed successful cross-variant marketing programs for products such as: The Magic Bullet, Michael Thurmond's 6 Week Body Makeover, Youthology and more.
- Utilized skills in developing, designing and producing demographic-specific mass media and helping to boost record profits.
- Responsibilities included multiple roles of Creative Director, Designer (UI & Media) and Production Artist in a rapidly paced and tight, deadline-driven environment, organizing necessities for a newly-formed creative department and ensuring the effective communication between departments.

Media included: Photo-shoots (directing and shooting), identity development, brochures, trade publication advertisements, web sites & UI's, packaging, TV commercial Art Direction.

Nov 2004 – March 2005 : Art Director/ Graphic Designer : Digital Theater Systems : Agoura Hills, CA

As the sole creative, I re-developed existing marketing materials in both print and Interactive media to increase exposure and update the image of the premiere surround sound company.

Media included: Magazine advertisements, CD covers and inserts, DVD covers and booklets, posters, trade show materials, mailers, product sheets and in-store signage.

May 2002 – Nov 2004 : Contract Art Director & Graphic Designer : Waterfowler.com : Woodstock, IL

Conceived and developed successful themes for print and online media from concept through completion. Collaborated with team members to determine the functionality of website-related materials and content management. Worked closely with the company owner to coordinate materials and information to effectively execute marketing and advertising objectives.

- Noticeably changed the face of the hunting magazine industry through the proper application of stunning visuals coupled with usable consumer content.
- Drastically increased reader and subscriber numbers through effective target-marketing campaigns.

Media included: Typeface design, photography, web development, GUI development, print materials, postcards, magazines, DVD's, t-shirts and other clothing.

June 1998 – November 2003 : Interactive & Print Art Director : Demi & Cooper Advertising : Elgin, IL

Created highly persuasive marketing materials through print and internet medium. Efficiently managed projects from budget allocation, creative concept through completion of the final product. Managed and maintained network efficiency and computer system performance company-wide while implementing organizational structure to existing server architecture. Attended pitch meetings with potential clients to answer technical questions with regard to their specific needs.

- Created award-winning designs for clients thus increasing their market exposure and overall revenues.
- Managed projects on all levels; Production Artist, Graphic Designer, Art Director, System Administrator.
- Further developed a keen sense of positive and influential agency-client relationship building techniques.

Media included: Web sites, identity development, IPIX and 360 degree walk-through tours, print media, photo shoots.

Mar 1998 – JUN 1998 : Contract Graphic Designer : Frankel & Co. - Digital Marketing : Chicago, IL

Maintained and enhanced the identities of major marketplace clientele. Successfully translated current and new marketing information into effective and cutting-edge visual medium in the form of websites, print materials and interactive multimedia kiosks. Regularly involved in and provided creative input during initial creative kick-off meetings when preparing to bid before a potential client.

- Often noted for intelligent work ethic, fresh ideas and the effective application of design principles.
- Gained immeasurable understandings of Fortune 500 clients such as: 3com, McDonalds, Citibank, United States Postal Service, OnStar, Cars.com and others Fortune 500 clients.

Media included: Websites, print materials, interactive multimedia kiosks, trade-show materials and Macromedia Director work.

May 1997 – January 1998 : Graphic Designer/ Art Director : Black Dog Design : Chicago, IL

Managed materials, people and clients to ensure that projects met all deadlines and requirements in an intelligent manner. Effectively assembled, coordinated and motivated design and production teams project-to-project ensuring that the proper individuals pertaining to their abilities were assigned to the correct projects. Maintained a positive work mentality agency-wide and motivated interns and entry-level designers to work more intelligently. Maintained current client contact and traveled to prospective client meetings in order to present various solutions and answer technical questions with regards to projects.

Media included: Web sites, identity development, brochures, books, trade show materials, kiosks, POP/ POS signage, media kits, catalogs.

Resumé <http://www.cleancreative.com>

Portfolio <http://www.cleancreative.com/downloads/>