

# Brian Shadis. Interactive & Print Creative Direction and Design

**Profile** I'm a dedicated and driven Art/ Creative Director & Graphic Designer with wide-ranging experience in marketing, interactive design, e-commerce and print design. Some of my strongest qualities: excellent planning and interpersonal skills, a dynamic team player with the equal ability to work individually or in a collaborative capacity, highly experienced with the desire and ability to learn new skills quickly, an assured, uplifting attitude with the ability to maintain a positive energy and enjoyable work environment while meeting tight deadlines on a daily basis.

**Objective** My immediate objective is to obtain a position as an Art Director/ Designer while utilizing and expanding upon current skills and growing professionally in an exciting, comfortable and creative environment. My long-term objective is to grow together with the company with which I am working.

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

**Proficiency** **Macintosh : PC**  
OSX Windows XP, ME, 2000

**Program Fluency** **Adobe Applications**  
Adobe Creative Suite 3, BBEdit, Dreamweaver, Flash, Freehand, Fireworks, Quark XPress, Microsoft Office (Word, Power Point, Excel), Roxio Toast, Apple Soundtrack, Apple iMovie, Swift 3D, Cleaner, Sorenson Squeeze, HTML Mapmaker & more.

**Creative Experience** **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.

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

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

**Professional Experience** **Current : Freelance Graphic Designer**  
**NBC-UNIVERSAL**  
I am currently freelancing at NBC-Universal building television show websites, online advertising media, banner & rich media campaigns and print materials.

**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 designing and producing demographically specific mass media and helping to earn record profits.
- > Responsibilities included multiple roles of Creative Director, Designer and Production Artist in a rapidly paced and tight, deadline-driven environment, organizing necessities for a newly-formed creative department and insuring that the communication between departments was effective.

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

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## **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 : Freelance 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 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 : Freelance 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 any technical questions with regards to their projects.

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

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