

OVERVIEW

Creative Director, Executive Producer, Content Strategist

I'm an established creative contributor who knows how to gain and hold an audience's interest while guiding it to tangible, significant outcomes. My expertise centers on collaborating with world-class creative teams to formulate and execute high-concept content. I've honed my skills serving advertising agencies, Fortune 500 companies and governmental organizations over the past eighteen years.

- » Recipient of awards and honors including the Academy of Digital Arts & Sciences and the UN
- » Accomplished entrepreneur bringing both creative and business sensibilities to a project team
- » Noted Author & Speaker - Train Of Thoughts: Designing The Effective Web Experience (New Riders)
- » Acclaimed internationally as both a creative and a technical innovator

EXPERIENCE

Chief Experience Officer, *invioni* 2001-2009

Responsible for leading new business development, process development, as well as client strategy, creative direction and communications design. Succeeded in developing solutions for clients such as EDS, General Mills, The History Channel, Motorola, Polaris, The Smithsonian, Target, and Taylor Corp.

- » UN World Summit Award
- » The Webby Award & Webby Honoree
- » Communication Arts Magazine & Print Interactions Magazine Awards
- » AIGA Seal Of Approval

Creative Supervisor, *martin/williams* 2000-2001

Creative leader responsible for all projects in the interactive group. Worked with technical and account leads to develop solutions for clients such as E-Trade, Lincoln Financial, L.L. Bean, Marvin Windows, Syngenta, Target, & Verizon.

- » ADDY Award - Interactive
- » Subject of case study conducted by Microsoft

Creative Director, *allen interactions* 1997-2000

Responsible for technical innovation (Flash) and creative/design direction for all projects in the company. Worked with instructional designers to develop e-learning and performance support solutions, which touched hundreds of thousands of employees for clients such as Chrysler, Fallon, IBM, Intel, Macromedia, P&G, United Airlines, and Xcell Energy.

- » Macromedia Innovation in Education Award
- » Co-Author: Flash 5 Magic (New Riders Publishing, 2000)

Design Director, *digitography unlimited* 1994-1997

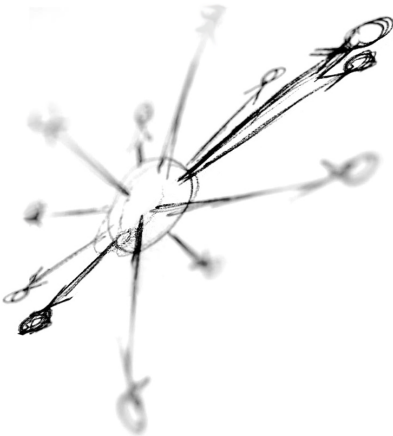
Lead creative resource responsible for developed digital media solutions for numerous agencies and corporations such as 3M/iMation, Comcast, BBD Needham, Digital Equipment Corp, Frigidaire, McCann Erickson, Moen, RCA, Syngenta, and Young & Laramore.

- » Two multi-page cover stories in Photo Electronic Imaging Magazine
- » AIGA Awards - Illustration of the Year and Poster of the Year

Director of Consulting Services, *corporate image group* 1992-1994

Digital packaging design/publishing systems expert responsible for sales, training, systems-process, and imaging innovation for agencies, small businesses and corporate clients such as Alcon Labs, The Limited, Marsh Supermarkets, Nestlé USA, and Pillsbury.

- » Featured in the Indianapolis Star as a technology innovator
- » Pioneer in system integration solutions that linked standard desktop systems to Austpex and Sytex.



EDUCATION

Indian Wesleyan University, Marion, IN — B.S.B.A.