

WORK EXPERIENCE

Associate Creative Director, Interactive Lead, Art, G2 Direct & Digital NYC

February 2008 - Present

As ACD, Interactive Lead, Art I lead the creative development for all interactive projects on our team of 22 creatives. I am instrumental in developing processes, setting standards and insuring best practices are followed. Creating a collaborative environment where creative, front end development, tech, account and client input are shared has been paramount to our success. Projects include Flash websites, dynamic driven websites, microsites, banners and rich media campaigns. Clients include: Magic Johnson Enterprises/Aetna, BMW/Mini, Aetna Medicare and 3M Scotch-Brite.

Associate Creative Director, Publicis Dialog NYC

October 2006 - February 2008

General Mills (www.millsberry.com):

Millsberry.com is one of the largest online communities for kids ages 8-12. Roles included leading and mentoring a team of art directors, designers and copywriters in developing a safe, fun and immersive environment for kids which utilized avatars, flash games, books, and virtual stores. I worked closely with the tech department and account team in developing the creative vision for the site as well as maintaining the site through weekly, monthly and quarterly updates. Managing the creative process, fostering a close relationship with the client, presenting all creative work, pitching future projects and developing brand strategy are all major parts of my responsibilities.

Art Director, Agency.com NYC

February 2005 - October 2006

British Airways Account: Art Director, E*Trade Account: Art Director, Discovery Channel Account: Senior Designer

February 05 - October 2006

August 05 - January 06: Senior Designer

Roles included: concepting, wireframe design, design, Flash animation and actionscripting. Discovery Channel clients include: Discovery Channel, TLC, Discovery Health and Animal Planet.

TONY EATON: RECONNECT Hawaii / NYC

Sept. 2004 - February 2005

March 2002 - March 2003

Provided Flash design /actionscripting, print and web design services to various companies. Clients Included: Tribal DDB New York, RPM Marketing, Mixshow Power Summit, Heavy State Industries. Tribal DDB clients included: Neutrogena, Vonage and Dannon.

Senior Designer, Sales Production Team, Community Connect Inc. NYC

March 2003 - Sept. 2004

Responsible for the information architecture, design and programming of various advertising web projects to include the Remy Red Lounge, State Farm, Volvo and Toyota sponsorship sections on our sites. Additional responsibilities include Art Direction and mentoring of junior designers as well as conducting photoshoots using professional photo studio equipment. Clients included: Remy Red, State Farm, Volvo, Toyota, Dodge, Heineken, Saturn, McDonald's and Showtime.

President / Cofounder, Dragon Cuts, Ltd. NYC

September 2000 - February 2002

Monkey Clan's sister company. We developed patent pending technology to create unique mp3 files and created the world's first digital mixtape - pre iTunes and pre iPod! We pitched labels such as: Bad Boy Entertainment, Fat Beats Records and Rawkus Records to name a few. We created the online community Koolin.com to demonstrate the power of our product. Press Includes: URB Magazine June 2001 issue, Stealth Magazine Oct. 2001 issue and Purple Magazine's Liberation Style syndicated in France.

Principal Designer / Cofounder, Monkey Clan, Inc. NYC www.monkeyclan.com

September 2000 - February 2002

Co-Founded Monkey Clan with Kai Pham (Kioken) and Angelo Fabara. Oversaw the design, production and project management for both print and web projects.

Web Clients included: Subaru/Impreza WRX, Beck's Beer, Goto Asa.org and 6th Element.

Print Clients included: RES Magazine, a 4 color 86 page digital film related publication (3 issues).

Designer, InfoPost Inc. (e-commerce start up) NYC

April 2000 - September 2000

Designed and developed marketing campaigns, web and print promotional materials and Flash based interactive investor relations materials. Responsible for design production of initial site launch.

Designer, ChangeMusic Network / CMJ. A Rare Medium Venture Company NYC

November 99 - April 2000

Designed print and web materials for this mp3 band driven web site. As a result of our efforts ChangeMusic merged with the College Music Journal (CMJ) the premiere college music billboard publishing company.

Freelance Designer NYC

October 98 - November 99

Provided design and research efforts for companies such as: Rare Medium Group Inc. (pitches for: Tommy Hilfiger, Betty Crocker and Nickelodeon), Women.com, Smile Communications and i33 Communications.

Production Designer, Focused Image Inc. Alexandria, VA

September 97 - October 98

Responsible for the design production of both print and web projects to include annual reports, web sites, calenders, post cards and marketing materials.

Clients Include: NASDAQ, PSI Net and Startec Communications.

Design Intern, Sarah Rowland Design Inc. Richmond, VA

June 97 - August 97

Responsible for the design production of print collateral to include annual reports, calenders, post cards and marketing materials. Clients Included: Reynolds Metal Company.

U.S. Army, Specialist E-4, Combat Signaler / Forward Observer Schofield Barracks, Hawaii

November 87 - July 90

Attended Airborne School, Air Assault School, Division Artillery Leadership Course and Jungle Expert School, Fort Sherman Panama. Happily and honorably discharged July 3rd, 1990.

EDUCATION

School of Visual Arts Continuing Education July 05 - August 05

Course: Advanced Actionscribing

Professor: Mathew Richmond

Presenting Data and Information: One-Day Workshop May 2005

Taught by Edward R. Tufte

School of Visual Arts Continuing Education January 05 - April 05

Course: Advanced Actionscribing

Professor: Joshua Davis

VCU Adcenter, VCU. www.adcenter.vcu.edu August 96 - May 97

Graduate studies: Art Direction track

Bachelor of Fine Art, VCU. January 94 - December 95

Associate of Fine Art, NVCC. January 91 - December 93

SKILLS

Experience with both Mac OS and Windows platforms. Advanced knowledge of design applications includes: Flash, Illustrator CS4, Photoshop CS4, Dreamweaver, Adobe Indesign and Quark Xpress. Scripting Languages include: Flash Actionscribing, HTML, CSS and basic Javascript. Proficient with office applications such as: Microsoft Word, PowerPoint and Excel.