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SUMMARY

I am a talented creative director and designer with over 10 years of professional experience in web, multimedia, mobile, kiosk design, user interface, print, traditional art, management, marketing, data and content coordination.

I am skilled in gathering requirements from business partners and translating them from concept to completion. In addition, I have a proven track record directing multiple projects with aggressive deployment schedules. I have an impressive background leading teams, developing innovative branding, crafting educational training material, and pioneering solutions for a wide range of audiences. I am adept at working individually and among cross-functional teams to produce quality results on time and under budget.

EMPLOYMENT

Creative Director, Corporate Business Intelligence Southern Wine & Spirits of America *Union City, CA*

November 2000-Present

- **Overview:** Responsible for the unified standard look, feel, and user experience for the largest alcohol distribution company in the U.S. Oversaw the design and layout for web applications, defined design criteria, developed logos, brand identity, and brand guidelines to ensure successful programs through a mix of all media elements. Handled coordination to include day-to-day management duties, and deployment of enterprise wide solutions including sales force automation devices and other forward thinking solutions.
- Coordinated enhancements, managed projects and teams, mentored designers, ran usage, traffic, and sales reports, conducted demos, designed flash presentations, brand kick-offs, QA (load and regression testing), and gathered approval for applications through user-acceptance testing.
- **MDM:** Spearheaded, designed and coded user interface, wrote business and functional specifications for a half million dollar enterprise level web-based solution for a master data management project which served as a data reconciliation system and helped to standardize classification for all items and product attributes including digital asset management system. Worked with Subject Matter Experts to normalize content and create workflow. Coordinated with 3rd party plus in-house development teams to integrate this single source cloud data management system with proprietary applications.
<http://MDM.SouthernWine.com>
- **B2B:** Gathered requirements, designed user interface, and wrote documentation for the online selling channel as well as deploying the website that brought in over \$20 million nationally and grew business more than 3x the revenue of each past calendar year through web and traditional media marketing. Interfaced with in-house business units, customers, and suppliers to meet local regulatory / compliance requirements and create a productive relationship with executives throughout the nation.
<http://www.SouthernWineOnline.com>
- **CMS:** Designed user interface and deployed intranet, public facing website, and importer site built with DNN and SharePoint. The intranet helped reduce printing costs to save the company more than 6 figures annually. Worked to create workflow strategies to improve efficiency and manage content. Also sent weekly e-mail marketing newsletters with updates.
<http://www.SouthernWine.com>, <http://www.Shaw-Ross.com>

Manager of Online Media & Design, Founder Dark Hour Studios

May 2008 – Dec 2009

- **Overview:** Created marketing strategies for emerging web and new media solutions for large and small organizations. Managed external business partnerships with resources and clients whom outsourced web-based projects to my organization. Wrote formal proposals, business requirements, and creative copy for online ad campaigns.
<http://www.darkhourstudios.com>
- **Tippett Studio:** Partnered with Media Elements and created proposal, quote, and timesheets to design a rich interactive content management solution for Tippett Studio, a visual effects

company for Hollywood films like Matrix Revolutions, New Moon, Beverly Hills Chihuahua, Men in Black 2, and more. Wrote business specifications and coordinated with off shore development team to craft a powerful customized Drupal-based CMS application that helped to create work-flow for human resources, Tippet's clients, as well as new movie projects.

<http://www.tippet.com> (10.09)

- **Cisco:** Designed a multitude of interactive internal presentations and e-mail newsletters to communicate and coordinate project status. Project outsourced by Comsys. (04.09)
- **Cisco Virtual Ball Park:** Developed design, scripting, and functionality for a Flash selling tool which runs locally on the sales personnel's client machine. Project outsourced by Heartwood Studios. (02.09)
- **Intellect International (USA):** Managed client relationship and negotiated to design skin for their online web presence. Handled essential business functions such as creating work orders, invoices, and contract.
<http://www.ii-usa.net> (01.09)
- **Major League Baseball, Stadium of the Future:** Crafted Flash design, user-interface, script and tracking for this project outsourced by Heartwood Studios.
http://www.mlb.com/mlb/fan_forum/cisco/virtual_ballpark.jsp (10.08)
- **Heartwood Studios:** Designed and developed e-mail newsletter, created Flash applets for the website, wire frame mock-ups, and production art.
<http://www.hwd3d.com> (10.08)
<http://www.visuual.com> (01.09)
- **Verizon – Games on Demand:** Worked to establish a business relationship with Exent for Fishdom game marketing campaign, banner, buttons, and pre-production on game trailers.
<http://verizon.gamesondemand.net/> (09.08)

Independent Contractor

October 2000 - Present

Various, USA

- **ipsh! Mobile Marketing**
 - **AT&T / SF Giants:** Flash website design and development (03.10)
 - **Text-2-Security:** User Interface [mock-ups](#) (02.10)
 - **JCPenney NYC Store:** Design and Production Art on [mobile site](#) (02.10)
 - **AT&T 28 Days / Black History:** Design and Production for <http://www.28days.mobi> (01.10)
 - **Microsoft 7 Things:** Design compositions for mobile site (10.09)
 - **JCPenney Joy of Giving:** Design and Production Art for <http://holiday.jcp.mobi/> (10.09)
 - **Tylenol Achool!:** PowerPoint presentation and mobile compositions (09.09)
 - **Monster.com / NFL Fandemonium Mobile:** Design, Production Art, and e-mail newsletter <http://www.nfl-monster.mobi> (09.09)
 - **AT&T / Dallas Cowboys Mobile:** Design, Production Art, and Print Poster for <http://www.ringofhonor.mobi> (09.09)
 - **State Farm No Doubt:** Design, CSS, XHTML for touch [screen kiosk](#) (05.09)
 - **Bank of America Mobile:** Design and Production Art for [English](#) / [Spanish](#) campaign (04.09)
 - **Victoria Secret Pink:** Product Art for <http://www.vspink.mobi> (04.09)
 - **Bacardi Mobile:** Design for recipe database <http://www.RumDrinks.mobi> (03.09)
 - **State Farm Jon Ron:** Design and Production Art for touch screen kiosk (03.09)
 - **State Farm Latino Billboard Awards:** Design, CSS, XHTML for touch screen kiosk (02.09)
 - **Grey Goose Vodka Mobile:** Minor Design, Production, <http://www.ggdrinks.mobi/> (12.08)
- **KEMH LLC:** Design and production of mobile website <http://www.kemhllc.mobi> (07.09)
- **RingCentral.com:** E-mail newsletter templates and Office Suite Design (06.09)

- **Glacier Sharp Shooters:** Design, CSS <http://www.flsharpshooters.com/> (05.08)
- **Arya Veda:** Website design, flash animation, deployment <http://www.AryaVeda.com> (12.04)
- **Solid Brand:** Flash Website http://www.nanand78.com/client_solidbrand/ (05.03)

Multimedia Professor

May 2000–December 2000

Platt College (Silicon Valley / Western Career)

Oakland, CA

- Managed design and construction of new web curriculum to help create portfolios for students in order to prepare them for better career opportunities
- Instructed students in Flash, Dreamweaver, Director, BB Edit, Sound Edit, Image Ready, Photoshop, Premiere, Gif Builder, FTP, Action Script, and Lingo
- Taught Principles of design, work, user-interface, and web design

Creative Designer & Webmaster

September 1999–October 2000

AWZ.com

San Jose, CA

- Created Flash-based games, quizzes, page layout, graphics, greeting cards, CD/online Media Kit Presentation and Print Media Kit
- As Webmaster maintained and updated daily content of a large volume commercial website
- Worked with the engineering team in a Visual Source environment to integrate graphics and dynamic content on different levels. This included creation and editing of html using Cold Fusion and Home site with mixed scripts of PHP3, JAVA, and server side code.

Production Artist

April 1999–August 1999

Go Magazine

- Page Layout for feature articles
- Illustrations and production art

Illustrator

Dead Dot Studios

February 1998–December 1998

- Interacted directly with authors to produce comic titled Damage Inc.
- Attended meetings regarding concepts, technology limitations, implementation, and final comic book
- Responsible for creation of storyboards, flow, & layout of comic book. Conceptualized & Created characters

EDUCATION

B.A. in Multimedia and Digital Graphics

California State University of Hayward (East Bay) – year completed 1999

TECHNICAL APPTITUDE

Design Applications & New Media Marketing

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|--|--|
| • Traditional Drawing, Print Making, & Sculpting | • MS Office (Word, Excel, PowerPoint, Outlook, Project) – Expert |
| • Adobe CS4 Suite (Photoshop, Illustrator, Dreamweaver, Flash, Premier) – Expert | • FTP software |
| • Swift 3d – Advanced | • 3d Studio Max – Beginner |
| • Windows & Mac OS | • Search Engine Optimization (SEO), Search Engine Marketing (SEM), Cost per Click (CPC), Cost per Action (CPA) |
| • Quark Express - Advanced | • Web 2.0 |
| • Visual Source Safe - Advanced | |

Content Management Systems

- .Net Nuke (DNN)
- Drupal
- Share Point
- Rainbow

Script

- HTML / DHTML / XHTML
- CSS
- JavaScript
- Actionscript

RECOGNITION

- Featured in "Pocket Games, #17, Spring '05", (Foster Reprints 866.879-9144)
- Featured in interview with Bit Business Issue 5 (Japanese Magazine)
- Featured in interview with Tech Week Volume 3, Issue 15
- (Ai) Art Institute of Sunnyvale: Member of the Program Advisory Committee
- Fluent in English, Hindi, Urdu, and listening skills in Punjabi

REFERENCES

- Available upon request.