

MARC WHITEMORE

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Los Angeles, California

Along with having a passion for design I have considerable life experiences to draw from and therefore often can translate feeling (or message) in graphic metaphors. My fundamental approach to design is that it is about finding and providing solutions: "This is what we need, how can I make that happen?" I have over 20 years into my career -- from before AOL was even a concept in the corporate business minds (back when the web was a series of bulletin boards strung together) is when I started on the internet. Then it was simply posting text and pictures. Gif animations!? WHOA!, the pure excitement of motion media! Riveting! Needless to say I spent many hours geeking-out making shimmering stars, teaching myself HTML and whatnot. From there it was a rapid ascent -- up the ladder from Jr. Designer and Webmaster (before the title was even coined) to Designer and Sr. Designer and then Art Director. Much of my job has always been self governing management always jumping in where I was needed, doing whatever job necessary that insured deadlines were met: design, direction, Q & A, branding standards adhered to and expectations exceeded. Design is still the reason I get up in the morning.

SKILLS

Art Director/ Senior Designer focusing on UI design, graphic design and illustration. Multi-platform proficiency with multi-media design applications: Photoshop, Illustrator, InDesign, Acrobat, Corel, Painter, GoLive, Flash, Dreamweaver, Powerpoint. As well as Miva Merchant (Shopping Cart) & Ecommerce (verisign & authorize.net), product photography and product arrangement, Ipix 360 virtual tours. Experience with JavaScript, CSS, DHTML, Adobe Studio and Action Script. Knowledge of 3D modeling applications, XML and PHP. Experience in print/hardcopy as it relates to branding, advertisement, flyers, brochures, packaging and additional digital print collateral. Managed teams from 2 to 12 people of junior designers and production artists to the backend code implementation teams. Interfaced with clients and business associates on a regular basis promoting and detailing design concepts, storyboarding, flow charts / information architecture and user experience.

WORK EXPERIENCE

AWORKOFMARC

10/08 to Current (freelance)

Location: Los Angeles, California

Position: Freelance Creative Director/Designer

Responsible for the complete operation of the freelance design studio from initial consultation and planning to the finished product, requiring creativity and the efficient management of design projects in the areas of Internet web page design / interactive design, print, initial design consultation and initial conceptual designs, projections, schedules and budgets, planning detailed projects from start to finished delivery.

PATH CONNECT LLC

3/08 to 09/08

Location: Los Angeles, California

Position: Art Director

Responsibilities: Path Connect is a social networking startup company along the lines of MySpace.com. Responsible for Art Direction / hands-on redesign of their flagship social networking

website as well as Art Direction and design of projects for their parent company Visalus.com – everything from developing functionality and information architecture to furthering company branding, logo and design development, working with marketing to develop online ads and general maintenance, CSS functionality and design. Worked closely with a team of 2 to 6 people depending on the project and including backend development (coding).

GLOBALTOUCH TELECOM

1/04 to 11/07

Location: Los Angeles, California

Position: Art Director

Responsibilities: Part of the marketing team and responsible for a wide variety of projects from web site redesign and maintenance to company branding and print items including the design of flyers, business cards, stationary and magazine ads, developed and illustrated logos, proprietary icons and technical diagrams, magazine ads. Most recent projects of tradeshow 10' x 20' booth skin and (virtual) softphone skin development and device diagrams. Managed teams from 2 to 5 people depending on the project.

UNIVERSAL STUDIOS ONLINE

5/00 to 12/02

Location: Universal City, California

Position: Art Director

Responsibilities: Art Director for Universal Studios multiple business units including: Spencer Gifts, Verve Music Group, Universal Classics, Captain Morgan Rum, and Back Lot Studio Operations, etc. Duties included: project conception, direction, extensive hands-on design, while coordinating creative resources / process; streamlining current processes; developing and expediting new processes. Advocated design to UniStudios business units (clients), worked with both internal and external software development teams and focus groups to analyze online user experience and content. Worked with Producers and UniStudios business units integrating their requirements with current technology into design strategies; balancing UI (design) aesthetics with marketing dept. requirements to insure design integrity. Established project goals, designed employee incentive plans. Interfaced with business associates promoting design concepts, storyboarding, flow charts / information architecture and user experience. Managed Teams from 2 to 12 people depending on the project.

MAGNET INTERACTIVE

11/99 to 3/00

Location: Culver City, California

Position: Art Director

Responsibilities: Initially responsible for the Nissan-USA web site. Duties included project conception, art direction, coordination of the creative process, design advocacy, creative resource and personnel coordination, and hands-on design. Integrated technology and client's business requirements into design strategies, balancing UI , marketing, aesthetics and creative resource and personnel coordination. Established project goals with Producers over saw multiple projects (interfacing mainly Nissan but also Quiksilver and Patagonia) to insure design integrity and quality standards. Managed, lead and motivated the creative team from 1 to 6 people depending on the project.

DISNEY ONLINE

6/97 to 11/99

Location: North Hollywood, California

Position: Senior Designer / Art Direction

Responsibilities: Art direction and design. Coordinated web page design and piece graphics for several Disney business units as well as extensive hands-on design, character development, illustration and Flash animation. Provided art direction for both in-house and, as liaison, for sub-contracted web site development. Responsible for design side delivery of the completed, comprehensive, high-quality web site solution that providing the various Disney units with strategies that support (or created) their brand identity and met their mission critical objectives. Involved at every stage of the web project and represented Disney Online in on-going consultation with Disney's individual business units and outside developers. software development teams and focus groups to analyze online user experience and content. Worked with Producers and UniStudios business units integrating their requirements with current technology into design s UI (design) aesthetics with marketing dept. requirements to insure design inteure design integrity. Interfaced with Disney's B2B clients and related business associates detailing design concepts, storyboarding. Established project goals, designed employee incentive plans. Managed Teams from 1 to 10 people depending on the project.

EDUCATION

Syracuse University - Syracuse, New York
General Education in Art and Design courses.

College of the Desert - Palm Desert:
Graduated with G.P.A 3.80

PERSONAL PROFILE

Self-starter and motivated, with professional dedication and determination. Positive outlook with a philosophy that maintains a client first attitude.

REFERENCES

Available on Request