

christopher david conrad - resume

qualifications

- Strategic planning and consultation
- Information architecture and design
- Conceptual development and creative direction
- Streaming content and motion graphics
- e-branding and reputation management
- visual design & multimedia development

professional experience

Creative Director, Inspiration Technology, Inc. - a TPI company Charlotte, NC (January 2004 - August 2005) Worked with Director of Sales to recommend marketing initiatives. Adhered to tight deadlines with ability to multi-task and incorporate new projects on an as needed basis. Reported directly to CEO / President working with minimal supervision while being flexible in team scenario's. Utilized creative expertise and technical skills to produce both client and in-house projects including software package design, corporate identity and long term branding strategies. Designed, coded, implemented and maintained all company web sites

Independent Consultant, Digital Archetype St. Louis, MO (March 2002 - January 2004) Utilizing nine years' of information design experience as new media consultant for both on-line development as well as traditional brand identity print design. Managed corporate clients in need of dynamic visual design with interactive solutions. Developed prototypes for pre client (sales) presentations. Designed, coded and developed user interface templates to allow in-house maintenance of large scale web sites as well as CD ROM's.

User Experience Developer, Access US / Habanero (September 2000-March 2001) Provided creative assistance to sales team developing electronic prototypes in various formats including DHTML, Shockwave and highly interactive PDFs. Most recently acted as translator from architectural team to creative team ensuring the integrity of design from project concept to final deployed piece. Often acted as lead designer or storyboard production artist, per project needs.

Visual Information Architect, Habanero Computing Solutions (March 2000 - September 2000) Research and development of templates, conceptual prototypes and newer technologies. Assisted sales team with client meetings, to define and capture requirements, in effort of creating accurate time and cost estimates. Contributed in creation of new standards and processes for internal use, including

documentation for cross-platform testing. Encouraged client to interact with projects, providing feedback during each phase.

Interactive Media Designer Habanero Computing Solutions (August 1999-September 2000) Custom design and production of media rich web sites. Focus on Macromedia's Flash© technology, as navigational and modular content for financial trading based web portal, scheduled to launch midnight 2000.

Consulting / Creative development, Independent Contracts (September 1998-August 1999)

Independently contracted for local companies in need of per- project assistance with specialized content creation. Focus primarily targeted towards 2-D animation for the Web, highly interactive, video-rich presentations via CD-ROM, and consultation for large-scale Web development. **Clients included:** Habanero Computing, The Vision Factory, Louis London Advertising, New World Post Productions and Visiontracks, Inc.

Conceptualist, Shandwick Interactive (December 1996 - August 1998) Creative direction and management of large scale corporate intranets. Responsibilities included development of creative briefs, assistance with IA and interface. Created internal "Media Asset Management" system while assisting in the management of virtual team comprising specialized talent strategically located throughout the world. Identified and managed creative freelance talent locally. **Clients included:** Compaq Computer, D'ARCY, Edward Jones, Enterprise Rent-A-Car, Ralston Purina and Monsanto's Saflex.

Interactive Designer, The Vision Factory(March 1993-June 1993; April 1995-December 1997)

Played active role in TVF's evolution from digital post into multi-media facility. Worked closely with video editors to create composite graphics and 2-D animation for local and national broadcast television. Clients included: Argosy Gaming, Checkmark Communication, Eveready's Energizer Battery Co., Hitcom's Intellipages, M&M's Mars, MCI, and Southwestern Bell Mobile Systems.

education/achievements

Bachelor of Arts-Art/Studio Art, Webster University, St. Louis, Mo. Emphasis in fine art, influenced by communications and print design. Trained in related mediums including printing, drawing, painting and black and white photography. Worked closely with faculty to advocate interactive media training and digital video production courses. Honors/activities: Dean's List (three years), founding member and president, Webster University Photography Club, 1993; honorable mention, Annual Student Juried Photo Contest, 1993.

professional training

AdTechWest '98, Digital Marketing Conference (Los Angeles, 1998)

Influent Technology Group, Interface Design and User Testing (Chicago, 1997)

Web Design & Development 96, Conference and Exhibition (San Francisco, 1996)

additional experience and achievements

1998 [WebAward](#)/Best of Industry-The Web Marketing Association; Purina Dog Chow

1998 [WebAward](#)/Outstanding Web Site-The Web Marketing Association; Purina Puppy Place

1998 [WebAward](#)/Standard of Excellence -The Web Marketing Association; Purina Cat Chow

1997 [WebAward](#)/Outstanding Web Site-The Web Marketing Association; Shandwick International

1997 [WebAward](#)/Standard of Excellence-The Web Marketing Association; ERAC Recruiting

software/operating systems

Macintosh-Adobe Acrobat, After Effects, Illustrator, Photoshop and LiveMotion, Macromedia Director, Dreamweaver, Fireworks, Flash and Freehand. Also familiar with Inspiration, Fractal Design Painter, Poser, QuarkXPress, BBEdit, Debabelizer, Microsoft Word and PowerPoint, SoundEdit 16, Pro Tools as well as most applications or utilities used for deploying digital content.

Windows/Windows XP -Proficient in basics of Windows operating system and Microsoft communication applications. Familiar with multi-media development software, same as on the Mac, for usability testing, debugging and cross platform deployment from PC environment.

contact

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