

SCOTT SILVERMAN

ASSOCIATE CREATIVE DIRECTOR, DIRECTOR OF INTERACTIVE

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PROFILE

I would like to join a team oriented, multi-faceted agency that is looking to create break-through digital experiences that are memorable & effective. I have over ten years of experience creating immersing user experiences for a wide range of clients. With the ability to combine strategic thinking, creative storytelling & design with an understanding of user interaction & technology.

SKILLS

Creative Direction | Brainstorming & Strategy | Concept Development | Website Design
Rich Media Design | Mobile App Design | Information Architecture | UX | UI
Flash | Action Script | XML | HTML5 | CSS | Dreamweaver | Photoshop | ASP | CMS
Image Ready | Illustrator | Audio Editing | InDesign | SEM | SEO | PPC

EXPERIENCE

Sun & Moon Marketing | New York, NY

Associate Creative Director, Director of Interactive | June 2007 – Present

- Conceptualize, strategize & develop an array of creative projects that support full branding campaigns
- Consult with clients at all stages of development from the pitch to product launch
- Create mobile apps, large-scale interactive multi touch experiences, digital projects & responsive websites
- Lead the creative team to establish marketing campaigns utilizing SEO, SEM, social media, & analytics
- Work hand in hand with a full team of web and print designers, production artists, front-end programmers & developers, a team that I have worked to build from the ground up
- Oversee the development of projects that incorporate programming languages such as XML, CSS, HTML5, Javascript, jQuery, ASP, PHP, WordPress & AS
- Work with account executives to produce project costs, website architectures, wire frames, time lines & estimates

Posner Advertising | New York, NY

Sr. Interactive Art Director | April 2005 – June 2007

- Designed & developed websites, as well a variety of interactive & animated projects
- Collaborated with programmers, account managers, writers, creative directors, designers, & clients to produce award winning advertising campaigns
- Used action script & XML to enhance flash animated websites & banner ads
- Developed video & audio to support interactive components

Infinite Media | Hicksville, NY

Interactive Designer | March 2004 – April 2005

- Created all animated & interactive flash projects including flash websites, & hybrid HTML websites
- Designed business presentations for use as web apps
- Create digital business cards, animated banner ads, as well as static layouts for HTML websites
- Conduct quality assurance of all web design projects including web usability, accessibility, debugging, & optimization
- Work directly with clients from conception to completion

EDUCATION

Bachelor of Arts | Visual Arts + Interactive Design | State University of New York at Buffalo | 2003