

Ian A. Maisel

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SUMMARY OF QUALIFICATIONS

Ten years of extensive experience in graphic design with additional specialization in animation, illustration, cartooning, and writing. Exceptional skills communicating across all levels of an organization and mentoring junior designers. Proven ability to effectively prioritize and manage multiple projects.

PROFESSIONAL EXPERIENCE

The Alliance for Climate Protection | Palo Alto, CA

Freelance Web Designer | 2008 – Present

Design landing pages, interstitials, microsites, and illustrations for Al Gore's non-profit environmental organization.

Jackpot Rewards, Inc. | Newton, MA

Flash Animator / Web Designer | 2008

Developed the brand for Jackpot Rewards, a consumer-oriented shopping and lottery service, in collaboration with the creative director and marketing team. Created 30-second Flash commercials on the site's landing page at www.jackpotrewards.com. Designed Flash banners used as the company's primary sales tool in their national marketing campaigns. Developed HTML emails, custom landing pages, and microsites to correspond with specialized promotions. Created web designs, user interface elements, and an animated product demo to engage customers and explain the company's services.

JFL Media | Newton, MA

Flash Animator / Web Designer | 2006 – 2007

Scripted, voiced, animated, and produced 3D animated movies for an award-winning educational web site, babaganewz.com, an online supplement to the nationally distributed magazine. Art directed and produced all of the content for babaganewz.com, including interviews, games, comics, videos, contests, slide shows, features, animated banners, and downloadable instructional resources to expand the site's audience by 15%. Managed a staff of two junior designers. Trained them in design, animation, and editorial development.

The Boston Phoenix, Boston, MA

Freelance Cartoonist / Writer | 2006

Interviewed celebrities and artists in full-color, full-page comic format for *The Boston Phoenix*, the largest weekly newspaper in Boston. Wrote articles exploring the intersection of culture and technology. Created exciting and compelling cover art and editorial illustrations for the *Phoenix* and www.phx.com.

Boston College Alumni Association, Newton, MA

Senior Graphic Designer | 2004 – 2006

Designed and produced 8-10 multi-tiered projects at a time, including web designs, animated HTML emails, and collateral packages for event identities. Identity packages included invitations, postcards, posters, booklets, brochures, signage, and PowerPoint presentations. Created innovative designs for the web, including the strategic merger and redesign of the web sites for the BC Alumni and Development offices.

Designed three versions of the Boston College Reunion brochure and checked the 20,000 copy print run on press. Photographed BCAA events, art directed professional and assistant photographers on special projects, and digitally edited images for the web and for print publications including *Boston College Magazine*. Selected photos and created illustrations for events relating to Boston College. Directed work flow and set timelines with executive staff, clients, commercial printers, outside contractors, technical programmers, and student interns to see projects through from concept through completion in a deadline-driven environment.

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PROFESSIONAL EXPERIENCE

Selected Freelance Client List

Freelance Graphic Designer | 2000 – 2004

Designed a wide variety of web and print projects for dozens of clients, including design agencies, universities, high-tech companies, publishers, and corporations. Selected clients include:

- Aquent
- Beacon Press
- The Cambridge-MIT Institute
- Danaher Motion
- Harvard Apparatus
- Harvard Business School
- Medical Learning Company
- Northeastern University
- The Creative Group
- The Other Agency
- Rational Software
- Student Advantage

Houghton Mifflin, Boston, MA

Lead Graphic Designer | 2002 – 2003

Designed several chapters of elementary school math and social studies textbooks. Art directed illustrations for supplemental children's magazines. Researched and selected photos for books. Led creative meetings with editors, illustrators, photographers, photo researchers, and project managers. Created illustrations and props used in photo shoots, and acted as on-set photo stylist at the shoots.

Artificial Life, Boston, MA

Graphic Designer / Illustrator / Animator | 1998 – 2000

Created promotional marketing illustrations for publications including *Time International*, *Forbes*, and *The Boston Globe* to advertise the products for a start-up artificial intelligence company. Integrated illustrations and animated 3D sequences into company videos, web sites, annual reports, and software demonstrations. Designed corporate presentations, business proposals, trade show exhibitions, and product packaging. Developed national television commercials.

COMPUTER SKILLS

Experienced with Mac and Windows Operating Systems. Proficient with interactive pen displays, scanners, digital cameras, digital video, and subsequent image restoration and manipulation.

- Adobe Acrobat
- Adobe Flash
- Adobe Photoshop
- HTML/CSS
- Adobe Dreamweaver
- Adobe Illustrator
- Adobe Premiere
- MS PowerPoint
- Adobe Fireworks
- Adobe InDesign
- E-frontier Poser
- Quark XPress

EDUCATION

Harvard University, Cambridge, MA

Graduate Certificate of Publishing and Communications | 2006

Brown University, Providence, RI

Bachelor of Arts in Visual Art and Bachelor of Arts in Modern European History | 1997

RELATED TRAINING

Advanced Photoshop Seminar, Cambridge, MA

Trained in advanced Photoshop techniques at Harvard University. | 2008

HOW Design Conference, Las Vegas, NV

Attended national design conference and studied the latest industry trends and techniques. | 2006