

DOUGLAS GAINOUS

ART DIRECTOR

BACKGROUND

Seasoned creative professional with more than 10 years of diverse experience developing concepts, strategy, and compelling design for creative agencies and Fortune 500 companies that see to leverage their positions across traditional and interactive media. Out-of-the box approach fused with abstract and lateral thinking to connect disparate elements in consumer and business to business marketing; knack for solving complex marketing problems that lead to better business outcomes.

CAPABILITIES

| | |
|---------------------|---------------------|
| Creative Direction | Web Design |
| Marketing Strategy | Motion Graphics |
| Branding | Video Editing |
| Print Advertising | 3D Modeling |
| Concepting | Storyboarding |
| Online Marketing | Animation |
| Interactive Gaming | Mobile Applications |
| User Centric Design | Social Media |

CLIENTS

| | | |
|------------------|-----------------------|-------------------|
| Sun Microsystems | United Business Media | Texas Instruments |
| Microsoft | GlueWorks Animation | Eaton |
| Intel | IGT | TechOnline |
| Symantec | Awesome Kids | EETimes |
| McDonalds | PBS Kids | Teleark |
| Cisco | CMP Media | Netarus |
| Lygase RFID | TechInsights | Tactronics |
| IT Siren | Digikey | |

SOFTWARE

| | |
|---------------------|---------------------|
| Adobe Photoshop | Autodesk 3ds max |
| Adobe Illustrator | Autodesk Maya |
| Adobe After Effects | Autodesk Combustion |
| Adobe Flash | Autodesk XSI |
| Adobe Dreamweaver | Autodesk Mudbox |
| Adobe InDesign | Unity 3D |
| Adobe Premiere | Pixologic Zbrush |
| Apple Final Cut Pro | XHTML CSS |

EXPERIENCE

Creative Consultant

FURY CREATIVE SERVICES (2006 - Current)

Accomplished successful marketing campaigns for clients in both traditional, online, and interactive mediums. Provided thorough creative direction and ensured goals and objectives were achieved. Concepting, art direction, branding and marketing strategy for consumer and business-to-business marketing spanning traditional and Interactive Media; capabilities include campaign management, new business and campaign pitches; collaboration with internal teams including artists, software developer, account managers and project managers to achieve maximum conceptual frameworks; project coordination, account management, development of marketing collateral

Creative Director

VISIONFRIENDLY (2008 - 2009)

Redefined companies overall marketing scheme and implemented a new approach to online marketing, video, and web communications for clients. Mentored creative and development teams in dynamic and immersive campaigns that were client focused and results driven.

Mentoring of Junior and Mid-level artists and designers to improve skills and become a more efficient team
Analyzed customer requirements, established, and ensured adherence to project timelines and budget constraints
Produce demonstrable results in planning and execution of client campaigns

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EXPERIENCE *(continued)*

Interactive Creative Director

TECHINSIGHTS *formerly CMP Media* (2006 - 2008)

Pitched online marketing campaigns and gaming to clients in the engineering and information technology arena. Managed and mentored a team of artists, animators, software developers, and web designers to exceed client expectations and deliver under budget.

- Leadership, management, and mentoring of creative teams consistence of both fulltime and freelance talent
- Conceptualized, storyboarded, and pitched game ideas to clients
- Hands on involvement from conception to completion
- Interfaced with client during project development life-cycle to ensure satisfaction

Lead Interactive Artist

GC2 INC. (2005 - 2006)

Provided leadership and direction in overall title look and feel. Contributed to concepts and ensured a cohesive team mentality and streamlined workflow to acheive the best products on the market. Hands on conceping, design, 3d modeling, and animation of game assets.

Animation Creative Director

AWESOME KIDS LLC. (2004 - 2005)

Overall leadership of all creative teams to ensure highest quality animation with storytelling targeted to the proper audience. Provided a hands-on direction and leadership of concept, scriptwriting, animation, voice talent and post production teams. Successfully pitched animated series to PBS and developed 5 titles under direction. Ensured seamless integration of in-house team and freelance team to boost production and increase quality of work.

Lead Graphic Designer

TEAMLINER PLUS INC. (2001 - 2004)

Worked with clients to design signs, banners, vehicle wraps, textile prints that are visually aesthetic and deliver the necessary message. Managed a small team of designers to ensure quality and timely delivery of print projects. Attending tradeshows and seminars and educated team on use of latest print techniques and equipment for large format and textile printing.

(additional experience available at request)

EDUCATION

Media Arts and Animation

THE ILLINOIS INSTITUTE OF ART - SCHAUMBURG (2000 - 2004)
Bachelors of Fine Arts

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