

Jared Porter

917.686.2318

jared@cellinteractive.com

www.jaredporter.com

Currently I work with a mid-sized marketing agency as the Associate Creative Director of Interactive. Managing a small team of designers and when necessary, outside programmers, we create online advertising, campaigns and websites for banking, insurance, cosmetic, educational and communications clients.

I have 11 solid professional years of industry experience as an interactive and print art director and sometime copywriter. I have made major contributions to companies, studios and individuals via print, web, CDROM and multimedia presentations independently and on staff. I am proficient in Quark, Photoshop, Illustrator, Dreamweaver, Flash, and other industry standard products on both platforms.

My goal is to craft visual strategies for clients that have significant lasting impact with their audience. I have a reputation for excellent client interaction skills and clear, comfortable collaboration and communication. I am extremely focused on developing a true understanding of client/business needs and shaping my work to drive and support these objectives.

I am seeking an opportunity where strategy is of utmost import and maximum audience penetration plus cost-effectiveness are goals.

Thank you for your consideration.

Experience:

Aug. 2007 - Current

Associate Creative Director / Wilson RMS

Oversee interactive projects for myriad clients in banking, beauty, health, education and technology industries. Media projects include banner advertising, offer landing pages, websites, mini-sites, TV and web commercials. Print responsibilities include direct mail and advertising. Manage art directors, junior designers and freelancers.

Jan. 2005 - August 2007

Sr. Interactive Art Director / Health Science Communications

Art direct and design a myriad of interactive materials including websites, CDROMs, animations and software applications within the pharmaceutical education space. Develop branding and print materials for various client meetings aimed at medical professionals for both education and marketing.

Feb. 2001 - Ongoing

Principal / Cell Interactive

Managing and designing media projects including branding, packaging, print, advertising, flash and interactive design. Serving technology, health, cosmetic, advertising, marketing industries.

Oct. 2001 - July 2004

Design Director / Dynix

Managed and designed all worldwide corporate websites and company intranet, directed and produced all global printed corporate collateral. Created and updated corporate presentation templates and oversaw production on sales and marketing presentations. Created interactive and multimedia presentations used in demos, sales events and international conventions. Revamped corporate identity and product packaging. Oversaw and enhanced all corporate-client communications.

Jan. - Feb. 2001

Interactive Consultant / Pharmanex Inc.

Design Lead: oversaw, coordinated, wrote and designed new Flash content for broadcast email tool. Worked with Java Server programmers and large teams of in-house developers and marketers for email product, as well as facilitating applicable designs.

Sept. 1999 - Jan. 2001

Art Director / PDC Consulting, Inc.

Design Team Manager: created designer expectations, worked closely with clients. Developed and designed CDROMs, Flash content on and offline, HTML websites, identity/logos, print collateral and packaging for various clients. Created in-house identity and collateral.

Education:

April 1997

BFA in Graphic Design/Fashion Design Minor
Brigham Young University

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Clients:

Guthy-Renker
Charter Communications
AAA Insurance
Wells Fargo
Royal Bank of Scotland
Schering-Plough
Millennium
Novartis
Biogen Idec
Genentech
Bristol-Myers Squibb
CV Therapeutics
3M
sanofi-aventis
Working | RX
CompHealth
Ancestry.com
The Burton Group
Interlink Electronics
Symantec
Agilix
HP
Novell
NuSkin
Thompson Brands
LasVegasKids.net
SirsiDynix

Skills:

Photoshop
Illustrator
After Effects
QuarkXPress
Dreamweaver
HTML
Flash
Sound Editing