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\_Professional Experience.

**Adobe Systems, Inc (formerly Macromedia, San Francisco) – Senior Experience Lead, Desktop Brand Creative and enterprise software development company. September 2003 – present**

*Tools:* Fireworks, Photoshop, Illustrator, BBedit, Dreamweaver, Flash, Flex, FinalCut

*Tasks:* Creative Direction, art direction and experience design; desktop brand, product identity development, future-vision interface design and architecture for desktop applications, internet applications, and devices.

*Accounts:* Desktop Brand Experience, Flex, special projects.

**Freelance/Contract Art Direction and design. April 2001 – Present. Clients:**

**Orange Photography LLC** (San Francisco) – Creative Director, Principal

Photography and event services company. September 2001 – present. 2003 Webby Business Award Winner

*Tools:* html, css, jsp, Photoshop, Fireworks, Illustrator, digital photography

*Tasks:* Consultant, creative development for photography services startup. Create and implement brand identity values across visual communication media: website interface and user experience design, print marketing and collateral materials.

**Wired Magazine** (San Francisco) – Contributing Art Director

Technology lifestyle publication. May 2003 – August 2003. Featured in Print's 2004 Regional Design Annual

*Tools:* Quark, Illustrator, Photoshop

*Tasks:* Art-direction, design layout, and typography for features-section editorial.

**Group7Media** (San Rafael) – Art Director, Principal Designer

Motorsport media and design company. April 2001 – May 2003

*Tools:* html, Photoshop, Illustrator, Quark, digital photography

*Tasks:* Consultant, creative development for motorsport applications. Visual concept work for race team livery; creative execution for corporate communications; website interface and user experience design.

*Clients:* GM Le Mans, American Motorcycle Association, Proton Team KR.

**The Attik** (San Francisco) – Freelance Graphic Artist

Multi-medium brand communications and design firm, January 2002 – August 2002

*Tools:* Illustrator, Photoshop, Quark, Powerpoint

*Tasks:* Design, illustration and production. *Accounts:* Toyota Scion, Ford, Medtronic, MusicMatch.

**Quokka Sports** (San Francisco) – Principal Designer and web architect

Live sports event coverage, June 1998 – April 2001

*Tools:* html, dhtml, Photoshop, Imageready, Illustrator, Flash, Quark

*Tasks:* Web product development from initial research and concepting phases through architecture, design, user testing, and production. Lead production team to ensure product integrity while working with Producer and Content Director in evolution of content presentation and site architecture. Contributed to overall creative vision of the company as Principal Designer for Quokka's motorsport properties. *Accounts:* CART, MotoGP, GM Le Mans.

**J. Walter Thompson** (San Francisco) – Production Designer

Print and web advertising, June 1995 – June 1998

Advertising design, production for print and web, concept through pre-press. Produced mechanicals for print ads, packaging and displays. Worked with art directors to execute conceptual design direction for presentations.

*Accounts:* Sprint, Nortel, Nestlé, Chevron, Discover Brokerage.

\_Education.

San Francisco State University

Dual-emphasis BA, Dec 1994:

Conceptual Design / Drawing (fine art).

Additional studies in CAD and music theory.

\_Urls.

[www.rhworks.com](http://www.rhworks.com)

[www.prototyp.org](http://www.prototyp.org)

[www.orangephotography.com](http://www.orangephotography.com)

