



resume

801.913.4307
adam@rend3r.com
3466 Fleetwood Drive
Salt Lake City, UT 84109



OBJECTIVE

I am pursuing a Director position in an environment that is focused and enthusiastic. I seek to utilize my experiences in management, marketing, design, and film to accomplish company objectives in an efficient manner. I have an eye for color, form and content that brings together dynamic compositions enhancing consumers' experiences. My knowledge of design, e-commerce, advertising, and marketing allows me to fill creative leadership positions with confidence.



EXPERIENCE

1999-PRESENT

REND3R DESIGNS, INC. *Los Angeles, CA*

Owner and operator of a design and consultation company, providing design solutions that integrate branding and communicate effectively. Working with clients, I provide tailored solutions for marketing, advertising and interior design, web site design and production, application development, content management systems and direct response commercials.



MANAGEMENT CONSULTATION

Manage, consult, and creative direction including: maintaining day to day operations, hiring all developers and designers, defining intellectual property, establishing strategic goals, allocating resources, tailoring user experience, overseeing implementation and art direction.

CLIENT: MOVIELOT.COM

DURING MY TENURE, MOVIELOT.COM DEVELOPED A NEW SYSTEM ARCHITECTURE CAPABLE OF SUPPORTING MULTIPLE PRODUCT TYPES, DATA SOURCES, AND LANGUAGES.

WE DEFINED AN APPLICATION OF LISTS AND REVIEWS, PROVIDING A DISTINCT USER EXPERIENCE, AND INCREASED THE SECURITY, SCALABILITY AND STABILITY OF THE SYSTEM



WEB SITE DESIGN

Create, project manage, and art direct websites including developing corporate identities, overall online branding, user interfaces, style guides, and website functionality.

CLIENTS: TOPTOPS.COM, PARTISAN.COM, LASOUNDPOSSE.COM, MUSICID.COM, SONNYDERIN.COM.



PRINT

Conceptualize, project manage, and design printed work, involving designing prestigious publication advertisements, brochures, posters, mailers, package designs, corporate identities and additional supportive collateral.

CLIENTS: ICU MEDICAL INC.(2007), DIVISION 26 (2007), BLACK DIAMOND ACCOUNTING (2004-2007), MINORITY MENTOR PROGRAM OF CLAREMONT GRADUATE UNIVERSITY (1999-2007), McNAIR SCHOLARS PROGRAM AT CLAREMONT GRADUATE UNIVERSITY (2000-2002), CALIFORNIA STATE UNIVERSITY, FULLERTON, DAVID BULTINK ARCHITECTURE, AND THE KABBALAH CENTER.



10.06-09.08

BASIC RESEARCH *Salt Lake City, UT*

As Art Director my duties include: art direction and implementation, developing and branding companies and their products, interior and retail design, direct photo and commercial shoots, website design. Major projects include:

- ♦ DESIGNED ADVERTISEMENTS, PACKAGING, STORE/WINDOW DISPLAYS, POP DISPLAYS AND VARIOUS OTHER MARKETING COLLATERAL FOR MAJOR COSMETIC LINES.
- ♦ DESIGNED AND RE-ARCHITECTED MULTIPLE WEBSITES FOR THE NUMEROUS BRANDS .
- ♦ DESIGNED STRIVECTIN STORE BOUTIQUE FOR 2007 SUNDANCE FILM FESTIVAL, INCLUDING RETAIL STORE FRONT AND REAR VIP LOUNGE (UNDER BUDGET), AND TRADE SHOW BOOTHS.
- ♦ DESIGNED BRAND, PACKAGING AND SUPPORTING AD CAMPAIGNS FOR MAJOR DIET PRODUCTS.

05.00-12.04

TICKETMASTER.COM *Los Angeles, CA*

As a Senior Designer my duties included: project management, development, user interface design, art direction and implementation. Major projects include:

- ♦ DESIGNED TICKETMASTER IDENTITY AND CREATED SUPPORTING AD CAMPAIGN.
- ♦ PRODUCER AND ART DIRECTOR FOR TICKETMASTER'S NATIONAL TICKETFEAST ADVERTISEMENTS.
- ♦ PROJECT MANAGER FOR CO-BRANDED PORTIONS OF THE TICKETMASTER WEB SITE.
- ♦ DEVELOPED, TRAINED, AND SUPERVISED "YOU ARE HERE" SEATING CHARTS PROJECT.
- ♦ DESIGNED NUMEROUS ASPECTS OF THE USER EXPERIENCE AND VISUAL TREATMENT OF TICKETMASTER'S WEB SITE.
- ♦ DEVELOPED MULTIPLE AD CAMPAIGNS FOR TICKETMASTER'S PRODUCTS. THIS INCLUDED BOTH ONLINE EXECUTIONS AND SUPPORTING PRINT MATERIALS.

05.03-12.04

SWEET CHRISTMAS PRODUCTIONS *Los Angeles, CA*

As a Director & Producer I was responsible for: establishing a cohesive vision and treatment of the story, managing resources, selecting locations, organizing shooting schedules, and maintaining an overall positive and productive atmosphere.

Major projects include:

- ♦ DIRECTED SHORT FILM WARD'S BLAKE AND SWEET CHRISTMAS INTRO.
- ♦ PRODUCER AND PRODUCTION DESIGNER FOR UNCIVIL WAR & CONNECTED.
- ♦ DESIGNED ALL PACKAGING AND PROMOTIONAL MATERIALS FOR FILMS.
- ♦ DESIGNED IDENTITY FOR SWEET CHRISTMAS PRODUCTIONS.



AWARDS

- ♦ COMMUNICATION ARTS "Site of the Week" FOR TICKETMASTER.COM DESIGN.
- ♦ 1ST TICKETMASTER QUARTERLY MVP RECOGNIZING THE MOST VALUABLE EMPLOYEE.



SKILLS

- ♦ Adobe Photoshop, Illustrator, In Design, QuarkXPress, Flash, Dreamweaver, Fireworks,
- ♦ After Effects, Final Cut Pro, bbedit, html, css, Microsoft Office, Mac & Microsoft OS.