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Interactive Creative Director / Digital Strategist

There are two ways to succeed online:

- 1) Make it quick and easy for your customers to do what they came to your site to do, or
- 2) Give your customers lots of great content.

It's that simple.

What I do = omnipotent, clearly-defined goal x (unique, engaging idea + efficient, beautiful execution)

Experience

Interactive Creative Director/Developer/Designer: Freelance, New York NY (6/10—Now)

Clients include Macy's, The New York Times, Intermix, Definition6, theatrical productions

- Creative concept, graphic design, audio, motion graphics for several team-building inspirational presentations and creativity showcase presentations for visual merchandising department
- Designed and constructed theatre and social network web sites (Wordpress and Drupal)
- Designed and developed web elements and e-mails; built templates for cross-browser and device accessibility

Manager — Interactive Services: DDB, New York, NY (6/08—6/10)

- Launched QC department, established testing and review guidelines
- Implemented new technologies (CMSs, blogs, social media, apps)
- Taught in-house classes, provided one-on-one training
- Directed all interactive projects, led team, managed personnel, for in-house studio, including:
 - Front- and back-end technical and creative direction and guidance
 - Interdepartmental communication and coordination, including development of a custom online tool
 - Developed Flash projects (AS2 and AS3; banner ads, training websites, stand-alone apps)
 - Scheduled resources, estimated projects, budget maintenance, implemented development standards
 - Interviewed and hired pivotal team members, doubling size of interactive staff
 - Clients included Electrolux, United Technologies, Merck, Glidden, NYS Lottery, Enablex, Seasonique

Interactive Art Director/Developer: Freelance, New York NY (4/08—6/08 & 12/06—3/07)

Clients included Droga5 (Nike), Tequila/TBWA/Chiat Day (Sprint, Bayer, Disney, CBS), Estée Lauder

- Created Flash-based website simulations for effective new business pitches
- Composed original music and created motion graphics project for internal product 'brag' presentation

Multimedia Director: The Halo Group, New York, NY (3/07—4/08)

Led agency digital and interactive work:

- Designed and developed websites, microsites, banner ads, client presentations
- Implemented company website; built company blog – integrated the two
- Trained company leaders and staff about emerging technologies and practical usage

Integrated Marketing Multimedia Director: Vogue, New York, NY (9/06—12/06)

Created and supported digital material for advertising sales team, including design and development of presentations, and supplementary elements such as audio and video

- Created sales presentation that led to record number of ad sales
- Developed first-ever fully interactive presentation, which energized sales team with new revenue-generating possibilities

Creative Director: Paragon Advertising, Buffalo, NY (4/03—8/06)

- Established interactive and video departments, increasing revenue and creative control

- Created award-winning dynamic content banner ads, first-ever in the region

- Oversaw all interactive production and television ad creation, including:

- Developed creative campaigns across all media
- Led internal design and production teams
- Hired, supervised freelance and outside talent, increasing company size and capabilities
- Launched internship program

Senior Interactive Art Director: Gelia, Wells & Mohr, Clarence, NY (4/00—4/03)

Senior Developer: The Schutte Group / SGInteractive, Buffalo, NY (10/98—4/00)

Multimedia Developer: DIMACC, Amherst, NY (2/98–8/98)

Programmer: Center for Development of Human Services, Buffalo, NY (7/97—2/98)

New Media Director/Copywriter: Media Logic, Albany, NY (2/94—9/96)

Skills

- Developing creative and innovative applications of technology for advertising and branding
- Interactive design and art direction
- Web and interactive development, including HTML/XHTML, WordPress, Drupal, CSS, JavaScript, PHP, AS2, AS3
- Video/audio/music creation, editing and production
- Project and department management, team leadership

Software

- **Interactive:** Adobe Flash, Dreamweaver and Flex
- **Video:** Apple FinalCut Pro and Motion; Adobe AfterEffects and Premiere
- **Image/Layout:** Adobe Photoshop, Fireworks, Illustrator and InDesign; Macromedia Freehand
- **Presentation:** Microsoft Powerpoint, Apple Keynote
- **Audio/Music:** Mark of the Unicorn Digital Performer; Ableton Live; Propellerhead Reason; Apple GarageBand and Soundtrack; Sony Acid

Education

School of Visual Arts, New York, NY: *Advanced Flash* (4/09 & 5/07) & *Portfolio Class* (11/06)

Buffalo State College, Buffalo, NY: *Visual Communications* (5/99)

State University of New York at Buffalo, Buffalo, NY: *B.A. in Music Composition and Media Studies* (5/92)

Syracuse University, Syracuse, NY: *B.S. in Mechanical/Aerospace Engineering* (5/86)