

STEPHEN SEELEY

SUMMARY OF SKILLS

2423A Westmount Road NW
Calgary, Alberta, T2N 3N9
Tel: (403) 640-1741
Cell: (403) 703-7318
Email: steve@citrusdesign.nu

I have confidence in the strength of a great execution coupled with an excellent concept. Creativity and innovation are my strong points - together with effective communication and exceptional design skills, I create unique concepts based on a client's specific needs. I pride myself on leading, not following the pack. Knowing when to take advantage of the latest trends and best practices and when to push past established conventions.

I believe that design can permeate and enrich numerous aspects of life. Consequently, I have learnt to effectively transfer my skills and intuition from one medium into another. From motion design to corporate identities, interface design to promotional material, I use my knowledge and passion for design to create successful solutions for clients. With over 5 years professional experience in the industry I have the ability to adapt and stay effective under pressure while remaining meticulous and detail oriented.

EXPERIENCE

Critical Mass
Calgary, AB
August 2000 - present
Motion Designer/Designer

At Critical Mass, I was tasked with a variety of motion design, interface design and strategic responsibilities. I created work for high profile and demanding clients such as Mercedes-Benz, Dell, AT&T Wireless, Disney, Kaiser Permanente, the Las Vegas Convention and Visitors Authority, Iams and Phillips. Working closely with clients, account and project managers I demonstrated an ability to work from an initial creative brief through to finished product. I was successful working within both team environments and individually. The following are a list of specific tasks and examples from my work at Critical Mass

- Storyboarded and animated a variety of promotional and informational videos and DVDs.
- Art direction, design and production of various promotional videos and case studies for Critical Mass to be used in pitches, request for proposals and as general self promotions.
- Flash design, animation and development for a variety of clients. From motion to enhance brand awareness on home pages to informational and instructional micro sites.
- Interface design for corporate websites, DVDs and promotions.
- Creative development of numerous online advertising campaigns.
- Collaborative strategic and creative direction for a new "direct to desktop" experience that combined the emotion and brand presence of television with the personalization and interactivity of the web. This resulted in the Mercedes-Benz E-Experience which directly attributed to numerous leads for dealers and subsequently - millions of dollars in sales. The E-Experience received a merit award at the One Show Awards as well as an Ad Rodeo Anvil.
- Worked with a small creative team to conceive ideas to help our clients exceed their users expectations. Helped create and produce such "big ideas" as Dell on Demand - a standalone application that allowed users of Dell computers to access personalized entertainment, enhanced support and Dell product information. Using a combination of flash and integrated video, we created a new avenue through which Dell could push targeted promotions and allow users to view traditional Dell catalogs in a more engaging way.

- Became lead creative for the Disney Vacation Club website and participated in the creation of the site from original concepts through to final design. This included interface design, flash animation and development.

Freelance

Motion/Graphic Designer
1997 – Present

Over the years I have maintained a healthy balance of freelance work. This has led to the creation of a variety of projects consisting of motion design, flash animation, websites, CD covers, corporate identities, branding, and promotional materials.

Hordos Designs

Calgary, AB
Graphic Designer
November 1998 - August 2000

I started out in the print world at Hordos Designs where I learned the value and importance of the basics such as typography and composition. I designed and produced numerous projects for a variety of mediums while working closely with clients to produce beneficial results. While at Hordos, I successfully managed multiple projects simultaneously and gained a wealth of knowledge and insight into design.

HIGHLIGHTS OF QUALIFICATIONS

Design

(motion design, animation,
interactive design and
graphic design)

- Strong understanding of design fundamentals
- Brainstorming concepts and visualizing ideas through the use of tools such as mood boards and storyboards.
- Possess a passion for design and a desire to constantly learn new concepts and strategies
- Taking the ordinary to extraordinary with unique ideas and originality.
- Understanding of the importance of branding and identity as it pertains to a corporate image and its integrity.
- Possess an excellent understanding of music theory, audio and timing which play a critical role in video and motion design.
- Utilize real life examples to inspire realistic and engaging movement and animation
- Maintain a valuable level of personal development, keeping my creative abilities sharp.

Technical Proficiency

I take advantage of possessing the technical skills required to execute a creative strategy well. I continually seek to broaden my knowledge of new software and techniques to remain highly effective. I am proficient with Photoshop, Illustrator, After Effects, Flash, Final Cut Pro, Premiere, Quark Xpress, ImageReady and Dreamweaver amongst many others.

EDUCATION

Multimedia Design and Communication Diploma
Applied Multimedia Training Centre 1997-1998
Calgary, Alberta

REFERENCES

Available upon request