

MIRIAM DWINELL ART DIRECTOR, WEB + PRINT

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[SUMMARY OF QUALIFICATIONS]

- Over ten years of professional work participating in and managing teams from concept to execution of strategic interactive and print design projects
- Art Director for an interactive agency ranked in ADWEEK's "Top 50"
- Award-winning designer with a diverse creative background including working both in-house and agency-side for small and large companies throughout the US on Mac OS and Windows platforms
- Experience leading a variety of creative projects from websites, animated banner ads, Flash animations, and interactive presentations to logos, letterheads, print advertisements, annual reports, tradeshow graphics, brochures and illustrations
- Excellent personal and communication skills, both written and spoken
- Pleasant, enthusiastic and hardworking with a concern for detail and quality

[OBJECTIVE]

Dedicated, team-oriented professional possessing excellent creative, interpersonal, and technical skills. Seeking an Art Director position where my broad range of experience in interactive and print design will contribute to the company's delivery of creative and effective business-driven solutions to clientele and customers.

[PROFESSIONAL EXPERIENCE]

Mattel, El Segundo, CA

03/2011–present

Freelance Senior Designer

- Worked across all internal verticals and brands designing and maintaining promotional areas of the Mattel.com website, increasing consistency and developing standards throughout
- Responsible for designing materials for Mattel's Boy brands, primarily including Hot Wheels
- Tasked with designing a co-branded Hot Wheels Green Lantern Spotlight feature promoting all Mattel Green Lantern products along with fun content, printables and games for kids; an international RevUps Spotlight feature in both Portuguese and English for Mattel Brazil; and promotional materials for the Max Steel Brazilian website

Churn Butter Design, Los Angeles, CA

07/2008–03/2011

Freelance Art Director

- Brainstormed and art-directed a conceptual representation of a media-integrated approach to marketing via product placement, concentrating primarily on BD-Live and DVR technology
- Created a series of delivery truck designs for Second Harvest Heartland Food Bank
- Worked with Donat Wald's interactive division to create a new look for client Trusted ID
- Ongoing interactive freelance Art Direction work with Media50 / Dewey Square Group working on a variety of projects including Areva, Maria Shriver's "The Women's Conference" website, Health Savings Alliance, Energize Maryland, St. Louis 2012 DNC and redesigning Dewey Square Group's own corporate website

Sony Connect, Los Angeles, CA

08/2006–04/2008

Art Director

- Duties include working closely with senior level members of the marketing department to create effective print and interactive materials to promote the re-launch of Connect.com, a music download service powered by Sony

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- Responsible for developing a corporate branding guideline standard for all design materials.
- Coordinating with all business divisions including Mobile, Video, eBooks, and Music to develop media to address integrated marketing needs
- Often responsible for presenting fresh creative to Sr. VP level staff
- Co-created a company manual with the VP of Production to establish guidelines for efficient use and best practices in regard to production and design resources

Churn Butter Design, Los Angeles, CA

06/2005–08/2006

Freelance Designer

- Art Director of several interactive projects, including e-commerce sites, flash-based banner ads, and email newsletters for clients including Microsoft, 20th Century Fox, Accume Partners, Erin Condren – Designer, Home Grown Kids, and Chaya Tequila
- Also designer of print projects including packaging, sell sheets and product branding
- Actively working as a independent contractor and consultant for Fingerprint Interactive of Philadelphia, PA; Six Foot Studios of Houston, TX; Deutsch Advertising of Los Angeles, and Dice Media of Sherman Oaks, CA

Sony Pictures Digital Entertainment, Culver City, CA

05/2004–06/2005

Lead Designer, Sony Connect & SoapCity.com

- Conceptualized overall site experience by way of wireframes and design concepts for a completely new online model of Sony Connect, which will integrate an expansive video library consisting of television episodes and movies available for download from the existing Sony Connect Music catalog
- Active participant in internal meetings to develop site functionality and mapping of a revolutionary client application, to be developed by newly acquired SoundForge, for creatively searching and filtering site content, as well as managing media and downloads
- Led a site-wide design update of SoapCity.com, a smaller-scale online video download model, which is used internally as an educational tool for the Sony Connect team. Through the study of site metrics, the team is able to ascertain not only which tactics best sell the service, but also which experiences will successfully drive members to continue to return to the site
- Created concepts for a variety of media, including Flash-based promotions, online advertising and HTML emails to drive traffic to SoapCity.com

Various companies, Los Angeles, CA

10/2003–05/2004

Freelance Graphic Designer

Various Web and print projects with Los Angeles-area businesses:

- Website design for Culver City-area non-profit art and music venue
- Residential mortgage application website for Los Angeles-area mortgage broker
- HTML and Flash website for Culver City-area Senior Web Producer
- Assortment of projects including logo designs, website designs, and print advertisements for a Sherman Oaks-based design agency

Sony Pictures Digital Entertainment, Culver City, CA

02/2003–10/2003

Senior Designer, Screenblast.com

- Created and executed a site-wide update to unify branding and behavior for Screenblast.com, an online extension of Sony's MovieStudio and Acid software, expanding on my knowledge of interactive multimedia design and identity development
- Developed dynamic, Flash-based templates, animated photo albums, and e-cards for use by site members to display uploaded photography, movies and music, adding to the unique offerings of Screenblast.com
- Created custom illustrations to be included in Screenblast's Clips and Effects library
- Collaborated with internal teams to deliver online and print marketing materials to drive traffic to the site after launch, including co-branded media for other Sony divisions including My Sony,

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- SonyStyle, Everquest, Soap City, Charlie's Angels, and Sony VAIO
- Consistently updated graphics and content, managing deadlines and delivery of artwork
- Presented creative concepts to Sony senior management for approval

Paragraph, Philadelphia, PA

11/2001–07/2002

Art Director / Senior Designer

- Coordinated with a team of programmers, designers, copywriters, and account managers to develop creative interactive and print solutions from concept through delivery
- Collaborated with clients to assess requirements and determine marketing needs
- Participated in design conception, team brainstorming, and group critiques
- Worked with outside vendors to pull together all aspects of final design pieces, including art direction of photo and film shoots, meeting with paper reps, and proofing print jobs
- Worked with the technology team to incorporate Web-based content management and email campaign management systems into the design process. These applications were successful in augmenting the company's design and development service offerings to clients and maximizing site development efficiencies

Partial client list: Aramark, Fork Restaurant, IKEA, ESPS/Liquent, McCormick Taylor, New Courtland Elder Services, NFL Films, SCT, SciQuest, and WRC Media

Various companies, Bethlehem, PA

12/2000–11/2001

Freelance Interactive Designer

Various Web design projects with Rochester-area businesses:

- Corporate website for online workstation/server spare parts distributor
- Brochure website for an in-home Feng Shui consultation business
- Large data-driven website with search capabilities for rental property listing company

K2 Digital, New York, NY

05/2000–12/2000

Art Director

- Led a staff of designers in creating large-scale strategic creative work for a broad range of projects in both interactive and print mediums
- Improved skills in areas such as multi-tasking and working under tight deadlines as a result of exposure to the fast-paced environment
- Worked together with production, development, marketing, and account teams to streamline the work process internally, developing creative briefs and wireframes to better communicate client information and job specifications to the internal departments
- Worked closely with the Creative Director to allocate department resources
- Conducted employee reviews and interviewed candidates for the creative department staff
- Worked directly with the CEO and CFO to design corporate communications
- Collaborated with clients to develop design and marketing strategies to meet business objectives and presented final creative concepts to client executives for review
- Enhanced functionality of user interfaces through the involvement of focus groups
- Worked with QA to ensure all interactive work was fully tested and error-free
- Created detailed Web style guides to address site consistency for client sites

Partial client list: Arthur Anderson, Business Week Online, Dunn and Bradstreet, Hewlett Packard, Lexis-Nexis, MCI Worldcom, Silversea Cruises, Smithkline Beechum

Capstone Studio, Boca Raton, FL

06/1998–03/2000

Graphic Designer

- Developed abilities in many key areas by working both independently and as part of a team to develop print and Web designs for a local and international client base
- Addressed the print needs of the primarily Web-oriented agency, including developing creative concepts for logos, brochures, stationery, and promotional materials; often working one on one with clients and printers, and handling pre-press work as well as paper selection
- Gained skills in interactive development and design consulting, and became a lead creative on

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many high profile interactive projects. Responsible for all aspects of Web production from optimization and slicing to programming in HTML

Partial client list: DrKoop.com, GetCollege.com, Goldman Sachs, HistoricWings.com, IBM, IPPA.org, KPMG, LuckyGolfer.com, Martinair, Holland & Knight, Ingram Micro, Prestige Cosmetics

Binney and Smith, Easton, PA

12/1997–05/1998

Intern, Art and Design

- Worked with the Senior Creative Manager to fulfill department-wide production needs
- Aided designers with package and logo designs for Crayola products, ensuring adherence to the corporate identity of the Crayola and Liquitex brand
- Constructed comps of new packaging, tested potential and new products, and prepared samples for display and package photography
- Involved directly on projects including designing children's activities for Bob Evans restaurants, creating calligraphy for an instructional brochure for the Jazzy line, and constructing a Hallmark font catalog

[TECHNOLOGY EXPERIENCE]

Operating Systems:

Windows

OS X

Graphic Production:

Adobe Photoshop

Adobe Illustrator

Adobe Flash

Adobe InDesign

Adobe ImageReady

Quark XPress

Web Development/Publishing:

HTML

Adobe Dreamweaver

Adobe Homesite

Office Automation:

MS Word

MS Excel

MS Outlook/Entourage

MS PowerPoint

[EDUCATION]

Florida Atlantic University, Boca Raton, FL

Bachelor of Fine Arts / Graphic Design

Enrolled in Fall semester 1998. Graduated Cum Laude in December of 1999.

Kutztown University, Kutztown, PA

Undergraduate Studies / Communication Design

Enrolled from Fall semester 1995–Spring semester 1998.

[AWARDS AND ACTIVITIES]

- Addy Award, SCT Annual Report
- Web Marketing Association 2000 WebAward, Outstanding Corporate Website [wcom.com]
- AAAA Selling Creative Work to Clients Workshop
- Edward Tufte Information Design Seminar
- International Web Page Awards, DrKoop.com & HistoricWings.com
- AIGA Miami member
- HOW Magazine Design Conference [Dallas, TX]