



# WHO THE #\$% IS? JUSTINLARSEN

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## OBJECTIVE

To gain experience working for an exciting company that understands the value conceptual design. I would like to utilize my professional Internet skills while acquiring useful knowledge of my position and industry.

## QUALIFICATIONS

11 years of extensive experience in graphic and web design, creative and technical illustration, gif and flash animations. Strong conceptual and design skills. Thorough knowledge of Mac and PC graphic and page layout programs. Knowledge of mysql, php programming implementation, and general awesomeness.

## EXPERIENCE

### TBWA\CHIAT\DAY ART DIRECTOR

Created conceptual advertising for global and national clients including **Visa, Pioneer, Nissan & Infinity, Pennzoil, Energizer, Pepsi, Gatorade, Proctor & Gamble, Mars Foods, Principal Financial, Leapfrog, Lucky Brand Jeans, Shutterfly**, along with cross brand promotions for **Disney, Burger King, and The Olympics**. Concepts related to the product and demographic requirements for all mediums (online, print, tv, direct mail, and out of home). Directed the production process to maintain the creative integrity of projects.

### WORLD POKER TOUR ENTERPRISES, INC SENIOR DESIGNER

Lead creative for all online and offline marketing properties. Managed and directed a team of five. The primary focus of my department was to create and oversee creative for all mediums including: 30 websites, print, tv, and web campaign banners. Work included UX/IA development, style guides, and conceptual design executions while maintaining the brand integrity within my team.

### IN TICKETING DESIGNER

Creative lead on all projects including but not limited to kiosk design, web site design/implementation, print design, and creative task. Additional responsibilities included html/css/php integration of designs.

## FREELANCE

### INTEL™ UX/IA FLASH DEVELOPMENT

Designed, programed, and QA'ed multimedia flash presentations for intel's interactive training modules to certify OEM retailers.

### FANDANGO™ UX/IA IMPLEMENTATION

Design and implementation of a real-time reserved seating system. The system allowed users to buy movie tickets with assigned seating.

## CLIENTS

Belkin, Spiralwest, Inc., Century Theatres, Bank of the West, Southland Polymer, New Basis, Placer Sierra Bank, Pulse Combustion, Cambridge Consulting, Pool Covers Inc., Ocean Stock Footage, and Many More

## EXPERTISE

### SOFTWARE

Mac OSX, Windows (2000, xp, vista, 7), Adobe; Illustrator, Photoshop, Indesign, Dreamweaver, Flash, Omnigraffle, Apple; Final Cut Pro, DVD Studio Pro, Shake, Motion, Microsoft; Office Suite, Visio.

### WEB

HTML, CSS, DHTML, XML ,CGI, JAVASCRIPT, PHP, MYSQL, ASP, JSP, RUBY ON RAILS

### OTHER

Digital Photography, Networking, TCP/IP, IIS, SSH, Subversion, Apache, FreeBSD, Linux