

art // creative
direction **josephgray**

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// history

2012 – present
Freelance Associate Creative Director, Digital
Tool of North America, Santa Monica, CA
Clients: Ben & Jerry's, Dr Pepper, Dunkin Donuts, JFK
Presidential Library, Linkin Park, Sour Patch Kids, Under
Armour

2006 – 2012
Associate Creative Director, Digital
Mendelsohn Zien Advertising, Los Angeles, CA
Clients: ABC7, Carl's Jr., Countrywide Home Loans,
CyberHomes, E&J Gallo, Farmer John, Hardee's, NBC
Universal, Qantas Airlines

2001 – 2006
Freelance Interactive Designer
Companies: AmericanGreetings.com, Evite,
Omelet, Red i Studios, SVC Financial Services, Inc.,
Threshold Interactive, Webb Design
Clients: CBS, FTD.com, Gruner + Jahr, JA Worldwide,
Nestlé, Pillsbury, Universal, Warner Bros., Yoplait

1999 – 2001
Art Director - Business Communications
Egreetings Network, Inc., San Francisco, CA
Clients: Comdex, Intel, Interop, Intuit, MSN, RCA,
Universal Music Group, Warner Music Group

2000 – 2001
Instructor - Web Design I
Academy of Art University, San Francisco, CA

// experience

Internal and External Creative Team Management:
Art Directors, Copy Writers, Directors, Editors,
Production Artists, Programmers, Sound Designers
Creative Development across all aspects of Interactive:
Websites, Microsites, Mobile Sites, Web and Mobile
Banners, Social Networking, Mobile Apps, Widgets
Broadcast Creative and Direction
Internal and Client Presentations
Promotional Vehicle Branding and Wraps
Traditional and Digital Billboard Creative

// skills

Adobe Creative Suite:
Flash, Illustrator, Photoshop
User Interface / Experience and Wireframes
Life Drawing and Illustration
Logic Pro - Music Composition
Storytelling and Copywriting
ActionScript, CSS, HTML, JavaScript Editing
Voice Over

// education

BFA: New Media - 1999
Academy of Art University, San Francisco, CA