



MARK PIPHER
INTERACTIVE CREATIVE DIRECTOR

818 S. GRAND AVE, LOS ANGELES, CA 90017

310.775.1192

mark@markpipher.com

www.markpipher.com

CAREER SUMMARY

Over twelve years of expertise creating immersive, memorable interactive experiences for world-class consumer brands.

Proven ability to combine strategic thinking, creative conceiving and design with a deep understanding of motion graphics, technology, and user experience allowing the vision to be carried from idea to execution.

Continued success turning complex ideas and content into sophisticated and entertaining experiences that intuitively guide the user and clearly communicate the message.

Extensive experience developing and growing client relationships, effectively presenting and communicating highly conceptual ideas and complex solutions.

Respected leader and mentor to junior team members, utilizing resources in the ways that benefit projects effectively and efficiently.

Significant knowledge of emerging trends, such as mobile, podcasts, blogging, gaming, and social networking.

Experience planning and directing both small and large scale photo and video shoots.

Recognized creative excellence at various industry competitions, including Cannes, The Webby Awards, Key Art Awards, Web Marketing Awards and FWA.

EDUCATION

Bachelor of Science | Visual Arts + Graphic Design | State University of New York at New Paltz | 1995

SKILLS

Photoshop | Illustrator | Dreamweaver | Flash + ActionScript | After Effects | Microsoft Office

Creative direction | Team building and mentorship | Brainstorming and strategy | Concept development | Brand building | Website and interface design | Rich media advertising design | Motion and sound design | Information architecture | User experience



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EXPERIENCE

2007 - PRESENT **CREATIVE DIRECTOR**
FREELANCE | LOS ANGELES

Developed successful, productive long-term working relationships with interactive design studios Genex, Sisu Inc, Neoganda and RobotInk. Provide creative direction and high-level conceptual design for consumer brands and entertainment industry clients including Scion, Lexus, Kraft, Sony, FX, Lionsgate, Paramount, Fox Atomic and Hallmark. Projects include Flash websites, online advertising, console-quality 3D games and large-scale Web 2.0 applications.

2006 - 2007 **ASSOCIATE CREATIVE DIRECTOR**
PROXICOM | MARINA DEL REY

Creative direction and team leadership for up to ten visual designers and Flash developers in delivering solutions for large-scale website projects and various new business efforts, including Frontiers365 - a Flash website featuring weekly episodic documentaries about a wide variety of unique adventure sports told through a compelling combination of motion, video, games, photography and interactive features.

2005 - 2006 **SENIOR ART DIRECTOR**
ARC WORLDWIDE | CHICAGO

Creative lead for TheBar.com, a rich media site for Diageo that combines Flash, interactive video, and the world's largest drinks and recipes database into an immersive brand experience. Concepted and directed the site's visual and motion design, and produced detailed Brand and Style Guides, while directing six designers. Art director and creative lead for Capital One rich media ad campaigns, which involved a ground-up redevelopment of look and feel, ad templates and online Style Guide. Provided additional visual design and leadership for Cadillac, US Army and Disney.

2002 - 2005 **ART DIRECTOR**
TRIBAL DDB | CHICAGO

Led and directed teams of designers and developers on integrated websites, rich media advertising and email campaigns for various clients including: Pepsi, Gatorade, Propel Fitness Water, Budweiser, McDonald's, Dell, The Home Depot and Expo Design Center. Planned and directed a large-scale video and photo shoot for Propel Fitness Water, featuring celebrity personal trainer Gunnar Peterson, to deliver fully customizable web-based workout programs.

2001, 2005 **ART DIRECTOR - FREELANCE**
FOOTE, CONE & BELDING | CHICAGO

Creative lead on rich media advertising, mobile marketing and microsite projects for Motorola's RAZR. Art director and Flash designer for integrated rich media advertising campaigns for Circuit City.

1998 - 2001 **ART DIRECTOR**
FOUR POINTS DIGITAL \ WHITTMANHART \ MARCHFIRST | CHICAGO

Art director and Flash designer for website, advertising, and online marketing efforts for: 3Com, Britannica, Sears, Allstate, The Wall Street Journal, Grainger, OrderZone, and SC Johnson.

1996 - 1998 **DESIGNER**
FREELANCE | CHICAGO

Website design and production for Spiegel Inc, Amoco, Rockwell International, Rush Medical, and The Signature Group.