

VINCE ALLEN

I've worked in digital media for over 15 years in both Atlanta and New York for companies ranging from large corporate enterprises to startups. The majority of my projects have involved creating branded content for clients in the sports, TV, film, music, gaming, retail and pharmaceutical industries. The creative work has consisted of highly interactive content, motion graphics, animation, video, games, print, and packaging. Distribution has utilized web, CD-ROM and DVD.

I am currently looking for freelance and contract work with interactive agencies and design studios.

PORTFOLIO www.vinceallen.com / www.foldifoldi.com

SPECIALTIES Integrated Marketing Campaigns • Strategic Creative Development • Creative Direction • Technical Direction • Creative and Technical Staff Management • Staff Recruitment • Client Pitch and Presentation • Storyboarding • Scriptwriting • Copywriting

Interactive Design • Graphic Design • Photoshop • Illustrator • InDesign • Sketchup • Flash • PHP • Javascript • CSS • AJAX • MySQL

RECENT CLIENTS Manchester United FC, NBA, NASCAR, ESPN, NFL, EA Sports, Disney, New Line Cinema, Warner Bros., BBC, Nickelodeon, Prince, VS PINK, Cheetah Girls, Best Buy, Circuit City, DKNY, AstraZeneca

EMPLOYMENT EXPERIENCE **Serious USA, Inc. | Nov 2001 - May 2008**
Creative Director

Serious creates integrated marketing campaigns for a wide range of clients in the direct marketing, gift card, sports, entertainment, and pharmaceutical industries using a patented CD and DVD media. During my time at Serious, I directed the design and development of over 400 unique CD and DVD titles.

As Creative Director, I directly led and managed a creative staff of 25 full-time designers, illustrators, programmers, web developers, video editors and DVD authors. I also worked with the CEO and SVP of Sales to engage clients and match the company's capabilities with their needs. I also played an important role in executive level presentations and directly supported efforts to win new business and maintain productive relationships with the company's partners. Once business was won, I initiated the art, editorial and technical direction for each project.

While at Serious, I also led the development of technologies and software that were key to the products and their applications. As Creative Director, I managed the continued development of these technologies and their role in the company's patent strategy. Currently, several of these software components are pending patent approval.

Fantascope | 1999-2001
Senior Interactive Designer

Fantascope is a boutique design shop focused on the licensing industry. I was hired to build out the interactive department and enable new revenue opportunities in online licensing programs. I also supported the animation department in developing syndicated web content such as webisodes and games.

Clients included: New Line Cinema, M&M's Mars, NFL, Noggin, US Postal Service, Def Jam Records.

Cox Interactive Media | 1996-1999
Senior Interactive Designer

Cox Enterprises created Cox Interactive Media to provide an online platform for content created by Cox radio stations, TV stations and newspapers across America. As Senior Interactive Designer, I managed syndicated content development for over 20 websites in the Cox Interactive network.

I also supported production groups at the website-level in coordinating with their media partners to acquire and publish content. My responsibilities also included working with the IT department to develop a company-wide web publishing system.

EDUCATION Bachelor of Arts, English Literature. 1988-92
Georgia State University, Atlanta, GA

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- AWARDS
- Winner - Gold Communicator Award of Excellence - Interactive Multimedia - Children's Audience 2008
 - Winner - Gold Communicator Award of Excellence - Branded Content/ Non-profit 2008
 - Winner - Silver Communicator Award of Distinction - Direct Marketing 2008
 - Winner - Promo Interactive Marketing Award 2007 for New Media
 - Winner - Fresh Digital Awards UK 2007 for Best Digital Direct Campaign
 - Winner - The Davy Awards 2007 for Best Interactive Multimedia
 - Winner - The Globes, The MAA Worldwide Awards 2007 Best Direct Mail
 - Finalist - The Creative Media Awards 2007
 - Finalist - Sport Industry Award 2007
 - Finalist - Fresh Digital Awards 2007
 - Finalist - The Y Design Awards 2007
 - Finalist - Connect Awards 2007
 - Finalist - PRO Awards 2007

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