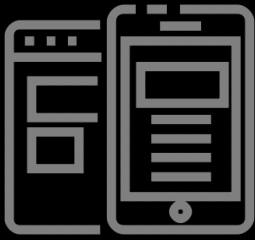


# Resumé

## DESIGN DIRECTOR



### PROFILE

A veteran Director with a broad base of experience in digital and interactive design, I am both creative and orderly, proficient in many production roles, detail-oriented, energetic and mindful.

In the graphics trade my whole life, I have remained at the forefront of digital design and media technology.

Serving a wide array of clients, with projects for Fortune 500 companies, I've directed the creation of brand products, materials and campaigns.

And, I have hired, inspired and trained agile teams as large as dozens and streamlined production workflows.

Brand Direction & Management	████████████████████
Collateral Document Printing	████████████████████
Educational & Training Interfaces	████████████████████
Consumer & Technical Copywriting	████████████████████
3D Animation & Visualization	████████████████████
Corporate Guidelines Control	████████████████████
Video Editing & Direction	████████████████████



## Clifford F. Schinkel

### EDUCATION

**Arizona State University, Tempe AZ**  
Major: Architectural Design Minor: Photography



**Northern Arizona University, Flagstaff AZ**  
Major: Graphic Design Minor: Advertising/Marketing



### WORK EXPERIENCE

Primarily retained as a contract Art/Creative Director by both large enterprises and start-ups, I have also founded and operated my own design/production studios. My roles have spanned the creation, deployment and management of brand identity for all digital and physical distribution channels. I do so with technical mastery, conscious communication, a meticulous nature and a flair for aesthetics. Patiently working with clients to produce quality materials - on time - is my strength and your advantage.

**Unify Earth Systems Ltd.** Creative Director Beaverton, Oregon

Worked with a team of experts to develop a blockchain data platform. Guided build of dynamic SVG-themed HTML5 cryptocurrency wallet, in English, Japanese, Chinese and Thai. Designed the brand and guidelines, formatted and co-wrote the white paper and copious pages of collateral, edited press releases, and published the Amazon eBook.

**Cliff Schinkel Design** Freelance Creative Scappoose, Oregon

Developed the **One08** brand, wrote, designed and coordinated the collateral, designed the interface and animation for their health-improving iApp, and directed/edited the promo videos and built the web site for this Australian company's water technology.

Designed online and physical eBooks for Ocean Robbins' **The Food Revolution**, a social network that champions good nutrition in part by broadcasting annual summits with large panels of clinicians, researchers, health industry experts and activist celebrities.

Worked daily for **The Aware Show** to create online personal development programs with leading neuroscientists, authors, doctors, health and noetic experts, including editing interviews, writing and designing packaging, course books and sales funnels.

**Portland State University** Adjunct Professor  **Portland State UNIVERSITY**

Taught grad classes in design, 3D animation, digital video, pre-press and user interface.

## COMPETENCIES

Brand Identity & Collateral Design  
UI for Software & Mobile Apps  
Creative Team/Project Direction  
Interactive Platform Design  
3D, CAD & Data Visualization  
Photography & Retouching  
Online Broadcast, Product & Sales  
Printing, Publications & Outdoor  
Direct Mail & Social Marketing  
Technical & Consumer Copywriting  
Corporate Events & Trade Shows  
Web Site Design & Maintenance  
Video Direction & Editing, VR  
Teaching & Brainstorming

## INTERESTS



Drumming



Sailing

Married 33 Years, 2 Children  
Some Travel is Acceptable  
References Available



[www.CliffSchinkel.com](http://www.CliffSchinkel.com)

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[cliff@cliffschinkel.com](mailto:cliff@cliffschinkel.com)

Scappoose, Oregon

### AdSwift, LLC. Co-Founder & Chief Operations

Portland, Oregon

Conceived, designed and led team to build an on-demand direct mail platform. Integration of real-time PDF previewer, output to digital presses, scheduling and postage API, with list, media, permissions and brand guideline enforcement. Piloted first with **Farmers Insurance**, then white-labeled for **Wachovia, AIG Bank, Securities America, EverBank, MetLife, Shaklee International, Herbalife, American Tire Distributors** and more, with APIs to **InfoUSA** and **ListGiant**. Supported these clients daily, managed their brands, wrote, produced and printed marketing campaigns with their CMOs.

### EyeVelocity, Inc. Co-Founder & Creative Director

Portland, Oregon

Co-conceived, designed and led team to build enterprise vehicle accessory sales platform, from our proprietary technology, to database, photography and end-to-end content workflow, to dealership training. Directed all materials, media and catalogs. Launched with **Ford Motor Company** at NADA. **Chrysler, GM** and **Toyota** followed suit. Digitized 500K aftermarket products with **Lund, PIAA, DeeZee, NAPA, Les Schwab, Bushwacker, Warn** and many more. Grew to 160 employees and a \$80M valuation.

### MediaMania, Inc. Director & Founder

Portland, Oregon

**Kershaw Knives** - Designed Flash interactive product website and print materials.

**Wellspring** and **Aetna** - Developed UI for patient acceptance system 'DORIS', a doctor's office reception kiosk, the enclosure and medical procedures guide for use.

**California Highway Patrol** - Designed UI for 'Domestic Violence Training Program' using panoramic VR to train officers on situational awareness tactics and policies.

**Columbia Sportswear** - Built rainwear sales interface for CD product and web site.

**Cinemar** - 'Presentation World' and 'Virtual Venue' - Designed 3D-rendered virtual convention centers as sales tools. Created UI for dynamic content import and stand-alone player. Matted video overlays. First implemented use was by **Stephen Covey**.

**The Smithsonian Institution** and **Pitney Bowes** - Conceived and art-directed the 'What's in the Mail for You' exhibit in the National Postal Museum. Green-screen interactive video, print promos, sound isolation domes, UPC game cards, synchronized laser projection, parabolic 3D image holography and audience participation. Created 7000 graphical elements across a dozen touchscreens. Budget was \$3.5M.

**HealthNet** - Designed a patient insurance verification kiosk for doctors offices.

**Blue Cross Blue Shield** - Designed web sites and mailing materials for five states.

## HANDS-ON SKILLS

**Adobe Creative Suite:** Proficiency in All Applications

**Autodesk Products:** Maya, AutoCAD, Flame, Mudbox, NavisWorks

**Apple Products:** Final Cut Pro, Motion, Numbers, Pages, Keynote

**Microsoft Products:** Word, Excel, Powerpoint, Team Services

**3D Applications:** Cinema4D, Lightwave, FormZ, Poser, Zbrush

**Print & Art Applications:** QuarkXpress, Corel Painter, Canvas

**Web Languages:** HTML5, Javascript, CSS, SVG, Flash, WordPress



In service to your organization, let's meet! Thank you.

*Cliff Schinkel*