

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	<div></div>
Collateral Document Printing	<div></div>
Educational & Training Interfaces	<div></div>
Consumer & Technical Copywriting	<div></div>
3D Animation & Visualization	<div></div>
Corporate Guidelines Control	<div></div>
Video Editing & Direction	<div></div>



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

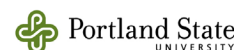
Scappoose, Oregon

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



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



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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

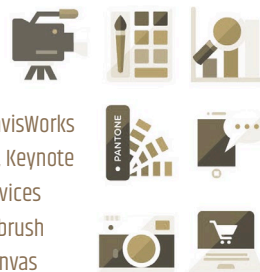
Apple Products: Final Cut Pro, Motion, Numbers, Pages, Keynote

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