

profile & goals

I'm an **Art Director/Designer** with over 15 years in the industry, and am eager to contribute my expertise and spirit to further freelance and contract opportunities, or a creative setting and team. My next project or position should leverage my extensive experience developing relationships with agencies/studios, colleagues, clients and vendors, and continue to challenge me to create evocative and effective branding, design, communication and online experiences.

expertise

Web/Interactive, Brand (incl. Brand Synthesis®), Identity, Demand Gen (Email/E-Newsletters), Banners, Demos (Flash), Advertising, Web Apps, Print Collateral, Direct Mail/Promotional, Tradeshow, Environmental, Infographics, Photo- and Vector Illustration, Annual Report, Packaging, Draft Copywriting, Naming, Hand Sketching/Drawing

client industries

Internet, Software, SaaS, B2B, Online Social, Hi-Tech, Biotech, Health, Architecture, Engineering, Consumer, Entertainment, Arts, Wine, Foods, Non-Profit, Creative, Real Estate, Legal, and Religious

experience

- 97 – current **ZILLER DESIGN / SF, CA**
Principal; Offered contract and freelance art direction and design services to multiple agencies and studios (including **DraftFCB**, **TheSpider, Inc.**, **Howry Design**, and those below). Also, worked independently with clients (primarily non-profits) to position them more strongly in the market, and gain greater visibility.
- 08 – 10 **THE BRAND, ART & TECHNOLOGY STUDIO / OAKLAND, CA**
Independent Contract Art Director; Helped lead creation of the new **Eloqua** brand, including identity, guidelines, and rollout applications, as well as interactive, advertising and print projects for multiple clients.
- 06 – 08 **DIGITAL BREWING COMPANY / SF, CA**
Art Director; Raised the bar for quality of work delivered to client by individually providing a broad and diverse offering of concepts and 'looks' for each design challenge. Coached junior designers to stay targeted on the Brand Synthesis™ "Vision" and "Promise" as the ultimate guides for ideation.
- 06 & 09 – 10 **MISSION-MINDED / SF, CA**
Independent Contract Senior Designer; Offered my passion and expertise for the performing arts and opera to the **San Francisco Opera** subscription marketing collateral.
- 05 – 06 **RKD INC. / BURLINGAME, CA**
Creative Director; Drove strong presentation and sales results to clients through the confident and efficient delivery of strong solutions to a multitude of design challenges.
- 97 – 04 **SCHULTE DESIGN / SF, CA**
Art Director; Provided a high level of attention and detail, from concept to design, behind the scenes, and client facing. Sourced and art directed the finest illustrators and photographers. Continued building and managing strong vendor relationships.

education

- 88 – 93 **BACHELOR OF SCIENCE IN DESIGN**
University of Cincinnati, College of Design, Architecture, Art and Planning, School of Graphic Design: Academic Dean's List and Award of Design Excellence.
- 05 **BASIC FLASH I**
San Francisco State University, Multimedia Studies Program. Design principles for creating animations for Web-based media, including Flash tools, panels, design structures, and movie clips.

software skills

Fluent in Adobe Photoshop, InDesign, Illustrator, Acrobat, and QuarkXPress.
Strong knowledge of capabilities of HTML, CMS, Flash, After Effects, Javascript, Flex, AJAX, and XML.
Competent in Microsoft Word, PowerPoint, and Keynote.
Basic Flash

awards

PUBLICATIONS:

Graphis Design Annual
Graphis Annual Reports
Black Book AR100
The Annual of the Type Directors Club
Print Magazine Regional Design Annual
Critique Magazine Design Annual
HOW Magazine Collegiate Corner

SHOWS:

The Potlatch Annual Report Show
The West Coast Show
Georgia-Pacific Kudos

activities & interests

97 – 06

VISUAL ARTS:

AIGA, Professional Member
Attended the Las Vegas National Design Conference, “America: Cult and Culture”

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PERFORMING ARTS:

Stage performer, vocalist and dancer; percussionist; avid theatregoer.

PERSONAL:

Church and civic volunteer; lover of travel.

references

EMPLOYERS / COLLEAGUES

06 – 08 [Tanner Boeger](#)
former Creative Director
DIGITAL BREWING COMPANY / SF, CA
415 595 9469

06 – 09 [Kristen Fedak](#)
former Account Director
THE BRAND, ART & TECHNOLOGY STUDIO / OAKLAND, CA
224 717 0849

As recommended on [LinkedIn.com](#):

“Paul provides clients with thoughtful design solutions to the brand communication challenges they face. Paul embraces the key insights about an audience and assists clients in achieving their goals. In addition to producing high quality design work, Paul has also provided our team with strategic ideas and messaging to compliment or drive the value of a design concept. As a colleague, Paul is a delight to work with in a team. His work is consistent, always delivered within the required parameters, and he has a great ability to leverage available resources and his teammates’ expertise to provide the best possible client service.”

06 – 10 [Chris Harmon](#)
Principal
THE BRAND, ART & TECHNOLOGY STUDIO / OAKLAND, CA
510 589 6340

As recommended on [LinkedIn.com](#):

“Paul is a phenomenal designer, capable of getting his hands dirty pushing pixels, mentoring his team and leading concept development both internally and with the client. Besides that - he’s fun to work with. I sincerely hope that Paul and I have the opportunity to work together again in our future endeavors, and recommend him without reservation.”

05 – 06 [Rick Klein](#)
93 – 97 *Principal & Design Director*
RKD, INC. / SF, CA
415 400 5194

As recommended on [LinkedIn.com](#):

“I’ve had the pleasure of working with Paul at two points in his career and he has consistently performed well beyond expectations. Paul possesses a sophisticated aesthetic expression coupled with an ability to work tirelessly in pursuit of creative solutions that solve client challenges and result in compelling, tangible communications, all within a judicious use of time.”