

JIM SALINGER

INTERACTIVE ART DIRECTOR/ACD

LOS ANGELES
www.salingercreative.com
jim@salingercreative.com
(310) 721-7554

QUALIFICATIONS

15 year career creating award-winning work for some of the world's leading Fortune 500 brands. Over 10 years of team leadership experience, including client partnerships.

EXPERIENCE

SENIOR INTERACTIVE ART DIRECTOR JWT INSIDE Santa Monica, CA April 2011 - Jan. 2014

Provided cross-channel creative leadership and hands-on UX/UI design solutions for some of the world's most admired companies such as T-Mobile, Nestlé and Union Bank. Led the strategic development and creative execution of integrated brand campaigns for clients such as UCLA Health and City of Hope. Created award-winning communications for Farmers Insurance and Dignity Health.

ASSOCIATE CREATIVE DIRECTOR/ART DIRECTOR SALINGER CREATIVE LA, CA Aug. 2009 - March 2011

As an independent creative contractor, provided integrated art direction, digital design, copywriting and strategic solutions for clients such as Hewlett-Packard, PepsiCo and FIDM. Developed social media creative solutions for clients such as Warner Brothers and Novamex for Cossette. Responsibilities included ideation, persuasive client-facing presentations, and leadership for a team of six.

SENIOR ART DIRECTOR THRESHOLD INTERACTIVE LA, CA Aug. 2004 - Aug. 2009

Member of management team, reporting directly to CEO. Supervised a diverse team of artists, designers and contractors. Led conceptual ideation, photo and video shoots, as well as created UX/UI and hands-on design for Fortune 500 brands such as Butterfinger and Baby Ruth. Partnered with clients to inspire forward-thinking creative solutions, while managing expectations. Responsible for Bonnaroo Music Festival Webby Honoree, and Pistachio Health award-winning websites.

SENIOR ART DIRECTOR McELROY ADVERTISING Marina Del Rey, CA March 2000 - June 2004

Led concept, design, and execution for over a dozen Nestlé USA brand websites such as Nescafé and Nesquik. Coached and mentored creative team while supervising all phases of interactive production. Liaised between client services and technical team. Key player in winning and maintaining pivotal Fortune 500 accounts.

INTERACTIVE DESIGNER DIGITAL ENTERTAINMENT NETWORK Santa Monica, CA July 1999 - Feb. 2000

Created feature graphics and interactive content for the episodic comedy show Frat Ratz at this pioneering web TV programming dot-com. Responsible for all typography, key art, illustration and Flash animation. Supervised front-end integration and weekly deployment of 40+ dynamic web pages.

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EDUCATION

BACHELOR OF ARTS LYCOMING COLLEGE Williamsport, PA

Major: Fine Art, Specializing in Commercial Design

Minor: Business Marketing

SKILLS & CAPABILITIES

Photoshop, Illustrator, Flash, InDesign, Keynote, Acrobat, After Effects, Pro Tools,
Branding, Identity, Photography, Sound Design, Animation, Copywriting, Client Presentation

ACCOMPLISHMENTS & ACTIVITIES

- Creative Excellence Award for Farmers Insurance
- Creative Excellence Award for Dignity Health
- 2 WebAward Standard of Excellence Awards for PistachioHealth.com
- Webby Honoree Award for Bonnaroo.com
- Produced and released 3 albums of original music
- Eagle Scout
- The Art of Elysium, Volunteer Artist
- AIGA