

## Greg Arvanitakis - Senior Art Director

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**Summary:** I have 10 years of experience in the digital field working on a wide variety of brands both large and small. I am looking for people who value smart thinking, quality execution, and the random Star Wars reference in daily conversation.

**Education:** **The Illinois Institute of Art - Schaumburg**  
BFA - Media Arts and Animation - September 2000

**The University of Iowa**  
BA - Media Production (Honors) - May 1997

**Skills:** I have strong conceptual and communication skills, starting from the most basic of pencil sketches up to walking the client through a design rationale. I work well with others, both giving direction and taking feedback. I am able to function as part of a team, and also as the sole owner of a project. I can push pixels in Photoshop, create vector art in Illustrator, know my way around Flash and have just enough HTML and CSS chops to be dangerous.

**Experience:** **Critical Mass - Chicago, IL - May 2006 - Present**  
Position: Senior Art Director. Over the last 5 years at Critical Mass, I have helped lead teams and have been involved in work for Infiniti, Budweiser, The Las Vegas Convention and Visitor's Authority, Valvoline, Gillette, and Albertsons. My responsibilities have included conceptual development, design, client presentation, and employee management. I have had the opportunity to participate in a wide variety of work that has included email programs, full site redesigns, original digital content creation, and pitch work.

**Noble Chicago - Chicago, IL - July 2003 - May 2006**  
Position: Senior Web Designer. Responsibilities - designed online content to support offline branding, collaborated on site architecture and strategy with other members of the web team, presented concepts to clients. Projects ranged from full scale site redesigns to creating new sites, microsites, banner ads, e-mail blasts, newsletters and flash animation. Client work included American Airlines, Gerber, Massachusetts General Hospital for Children, Schlage Lock, Kryptonite Lock, Sea Doo, and USG.

**Telesis Design Group - Lombard, IL - November 2000 - October 2002**  
Position: Multimedia Designer. Responsibilities - primarily designed and created small Flash and HTML websites for local businesses. Other work included creating presentations and CD-ROMs for trade shows, 3D computer modeling and rendering, and 3D walk through animations.

**Freelance Designer - October 2000 - Present**  
Position: Lead Designer. Responsibilities - design and build various projects including web sites, flash animation, logos and 3D work for a range of clients.

**Portfolio:** [www.540media.com](http://www.540media.com)

**References:** Available on request