

briangregus

Flash Designer

Who I am now

I create Flash ads that run on the Yahoo homepage, have 140 million - 220 million unique views, and typically generate between \$200k and \$1.4M for Yahoo in a single day run.

Front Page Ads Flash Designer 2005 - present

Yahoo! Inc.

Responsibilities:

- Charged with Flash creative that runs on the home page of Yahoo from start to finish.
 - Deliver the best interactive ad experience through a high level of rigor and the application of expertise derived from delivery of Flash on a high volume scale
 - Work with specialized Front Page engineers to debug problems with creative running on Yahoo's customized Content Delivery Network.
- Guide client's agency to ensure the best possible product through technical and creative assistance.
 - Re-develop, optimize, and otherwise fix broken and incomplete ads so they run efficiently and flawlessly as possible within the Yahoo environment.
 - Reverse engineer precompiled agency delivered assets (swfs) to overhaul, secure, and reduce turn-around times.
- Conceptualize and build ads for high profile clients.
 - Create storyboards and working mock-ups for client buyoff on ideas
 - Act as developer, motion designer, video editor, user experience professional, and designer for clients who use Yahoo as they would their own design agency.
- Increase impact for both Yahoo and Yahoo's demanding customers
 - Understand the customer's requirements
 - Develop solutions that match the client's style and visual rules
 - Marry the creative needs with the Yahoo home page to ensure maximum impact
 - Clients include, major auto makers, movie studios, TV networks, banks, department stores, and big pharma.
 - My ads have generated \$400M+ in ad revenue to date
- Developed a masthead archive site that houses all the Yahoo interactive logos from their inception to 2010.
- Developed immersive Yahoo Messenger chat environments (IMVironments) which allowed users to share backgrounds in which advertisers could place Flash content including images, video, games, etc.

Freelance Designer 2003 – 2005

Multiple Clients

Responsibilities:

- Led project planning for a variety of media solutions, blending form and function with conceptual design principals and solid programming methods.
- Successfully created new web identities with focus on increasing the credibility of each client's brand.
- Ran successful print and web marketing for several high profile charity events resulting in exceptional event attendance and big wins for beneficiaries.
- Collaborated with copywriters to develop strategic creative marketing communication solutions.
- Generate art assets and information graphics with an eye on detail and creativity.

Senior Designer 2000 - 2002

Zaplet Inc. (An internet-based collaboration software company)

Responsibilities:

- Increase lead generation and improve user experience by designing and producing a new corporate website with focus on usability and bringing the aesthetics in line with a new corporate identity.
- Support sales and marketing groups with creation of scenario mock-ups and sales demonstrations illustrating our product customized for each client.
 - Resulted in signing one of Zaplet's first clients - ZDNet.
 - Instrumental in signing other high profile clients by illustrating future product features.
- Create multimedia presentations for both internal and external audiences
- Design icons, information graphics, and art assets for use in the product, on the website and in marketing collateral.
- Design direct marketing email/appmail blasts, newsletters, and micro-portals to generate brand awareness and sales leads.
 - Maintain "Service Site" using CVS version control system and creation of marketing related pages
 - Received award for customizing product help sections used by a large financial company and a top router manufacturer.
 - Completed some event driven customizations of product to relieve pressure on engineering department.
- Manage day-to-day production with junior designers and contractors.
- Instruct other employees in the usage of graphic arts applications.

Production Consultant 1999 - 2000

Excite@Home, (Enliven division)

Redwood City, CA

Responsibilities:

- Identify, develop and implement sales strategies for several high profile accounts where technical and creative consultation/support generates revenue.
 - Consistently exceeded expectations of the client
 - Successful in using relationship with client to identify up-selling possibilities.
- Foster successful Web/Rich Media ad campaigns by consulting with customers and internet advertising agencies on their creative ad content.
- Generate art assets and messaging in keeping with a client's online presence.

Education

Bachelor of Arts degree in CADRE (Computers Art Design Research Education), minor in Graphic Design - Graduated Cum Laude, December 1998

SAN JOSE STATE UNIVERSITY, San Jose, CA.

Associate Arts degree in Fine Art

- Graduated with high honors, May 1993

MISSION COLLEGE, Santa Clara, CA

Skills

Languages: Actionscript 2, Actionscript 3, XML, and some JavaScript, CSS and HTML.

Applications: Adobe Flash, Photoshop, Illustrator, After Effects, Dreamweaver, and some specialized Actionscript and in-browser debugging tools.