
LEAR, JEF

Motion, Interface, + Graphic Design

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work experience

Independent Contractor + CD at Fuzzy Math

2008-present

Design, creative direction, Flash, biz dev, and client engagement for Microsoft, Mayo Clinic, Threadless, Hush, ifByPhone, Sears, CSX, Colossal Squid, and Fuzzy Math

Senior Art Director at Arc Worldwide / Leo Burnett

2005-2008

Flash, art direction, rich media / team lead, and client engagement for Nestlé Purina brands, Whirlpool, Jenn-Air, Cadillac, Marlboro, Procter & Gamble, RIM/Blackberry, American Girl, Hallmark, Kellogg, General Motors, US Army, Disney, and McDonalds

Independent Contractor.

2003-2005

Design, Flash, art direction, sound design, HTML, DHTML, PHP, CSS, and photography for PepsiCo, Cluebar, IME by Liquidus, SageTV, Acsera, Kabira, Raffles, Swissotel, FTD, Mercury Marine, THICK Records, Orbitz, and Shawanimals

twohundredtwelve°

2001-2002

Design, art direction, HTML, XSL, XML, ASP (a bit) and Flash for Orbitz, Trace Magazine, Dade Behring, Raffles, Swissotel, BP, Chicago Blackhawks, and BIN 36

Quantum Leap / Leapnet

1999-2000

Design and art direction for Sears, Leapnet, H+R Block, Kohls, Cardinal Health, Anheuser-Busch

The Team (London, UK)

1999

Design for Microsoft, British Reading Association, Logica, Digital Vision, and English Heritage

MHG Design Ltd (London, UK)

1999

Design and art direction for Canon, Procter & Gamble, Manches Solicitors, GSC Solicitors, The Cheese Board and Ann Summers

TraverRohrback

1998

Design for DePuy AcroMed, Michigan Department of Agriculture, Arundale, Kalsec, Borgess Medical Center, Borgess Metro Health Alliance, Tower Pinkster Titus and Tekonsha

skills

Focus

- Interactive, motion, + print design
- Interface design for web and mobile
- Identity + branding
- Flash animation w/ dynamic data integration
- HTML / CSS / XML / PHP + integration w/ Flash
- Video Editing (Final Cut)
- Understanding of web technologies

General

- Web site conception, design, + implementation
- Interactive + experiential marketing
- SEO understanding + implementation
- Client engagement + project management
- Video direction
- Photography
- Sound design
- Music composition, recording, performance + production
- Amazing design capabilities + 3 year old fashion sense

education

Bachelor of Fine Arts in Graphic Design

1998

Western Michigan University—122 hours of study, 85 of which were studio hours towards the major, 16 courses in total.