

WYATT THOMAS MITCHELL

ART DIRECTOR • INTERACTIVE GURU • 3D ARTIST • RICHMEDIOLGIST

3018 WEST FULLERTON AVENUE, #2 • CHICAGO, IL 60647
PHONE: 312.315.9666 • EMAIL: WYATT@WYATTMITCHELL.COM
PORTFOLIO: WWW.WYATTMITCHELL.COM

EXPERIENCE/SKILLS

MARKETING/ADVERTISING

- Worked as an Art Director and partner in a small virtual agency. Our group as Shortwave Creative+Marketing worked directly with many businesses including Thomson Reuters, The Field Museum, IRI and Wildman Harrold. Although the bulk of our work has been interactive, such as web site design and construction (front and back end), web banners and emails and interactive product demos, I've also done logos, print design and production as well as video editing and 3D work for Shortwave's clients.
- Worked for Art Directors, as an Art Director, and as an Associate Creative Director in advertising agencies for six years.
- Have been the creative leader on major consumer and b-to-b campaigns for clients such as 3Com Aerospans and TotalMRO (a Grainger company), responsible for devising messaging matrices and user experience pathways for multiple target audiences, and supervising and executing the work against those targets.
- Worked extensively on direct marketing campaigns both online and offline.
- Have devised alternative methods of communicating with consumers such as interactive product demos, online video games, web banners with streaming audio, and richly animated superstitials, interstitials and jump pages (I believe that if you've hooked someone with a particular message, continue talking to them in the same voice. Don't just dump the on the home page of a huge, impersonal web site).
- Have been involved in the naming of new companies as well as developing their identity and graphic standards.

ELECTRONIC MEDIA

- Have been designing interfaces and refining ways to enhance the digital user experience since 1991.
- Developed a prototype interface for the new 3Com Audrey, a consumer Internet appliance.
- Have designed web sites for both consumers and business-to-business applications. Worked extensively hand in hand with the 'back end' developers for dynamic web sites built around PHP.
- Have a long history of creating rich media advertising for the web including the first all-Rich Media ad campaign at Four Points Digital back in 1997.
- Fully proficient in modeling, texturing, composing and animating 3D graphics and video and incorporating 3D artwork and animation into online and offline advertising, video, CD-ROMs, and video games.
- Have edited several videos for industrial and marketing purposes, and for use on the web. Proficient in nonlinear editing, compositing, special effects and titling.

GRAPHIC DESIGN

- I have done freelance work designing and often illustrating, taking photographs for, and producing books, calendars, posters, brochures, web sites other forms of multimedia.
- I am experienced in the entire pre-press production of printed images.
- I have designed and created several PostScript typefaces.
- Spearheaded a new Digital Imaging department at Rapp Collins. The department handled, in house, all of the agency's scanning and photographic retouching needs.

COMPUTER

- I have an expert working knowledge of many graphics and multimedia programs for the Macintosh, including: Quark XPress, InDesign, Illustrator, Photoshop, Premiere, After Effects, Electric Image, modo, Flash, Dream Weaver, GoLive, BBEedit, etc.
- Proficient in coding in HTML and ActionScript (Flash) and have a strong understanding of "what makes it all work".

WORK HISTORY/EDUCATION

Art Director, Partner Shortwave Creative+Marketing
July 2001-Present

Independent contractor
February 2001-June 2001

Associate Creative Director - marchFIRST
March 2000 - January 2001

Senior Art Director - Four Points Digital
October 1998 - March 2000

Multimedia Developer, later Digital Imaging Specialist - Rapp Collins Worldwide
March 1995 - September 1998

Director of Summertime Imaging - Waynflete School, Portland, Maine
Summer 1993 & 1994

Graphic Designer - PrintMail of Maine
Fall 1992

- I have taken a variety of 2D and 3D art courses.
- Began undergraduate work in the physics program at the University of Chicago.
- I took Physics at the Harvard University Summer School.