



## SPARKY ROSE

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923 E. 3rd Street, Los Angeles, California 90013

## SUMMARY

An experienced creative director and designer with over 17 years of experience including 14 in interactive media. I've designed, managed, and directed a wide range of projects including strategic marketing, brand identity, packaging and web design. Merging creativity with strategy, art with technology, and design with business into a smart, honest and compelling product I motivate and inspire creative teams to deliver superb creative work under tight deadlines. I successfully build and nurture client relationships and grow their brands, as well as develop new business. I've worked closely with ad agencies, design firms, web developers and businesses of all sizes in need of print and interactive solutions supported by a solid creative and business strategy.

## EMPLOYMENT

**(d.b.a) Sparky Rose Design** DC/SF/LA  
Freelance Designer and Art Director 1998-Present

Help businesses and design firms achieve their creative goals by providing full service design and art direction.

Define and execute a wide range of innovative solutions, including brand identities, collateral materials, web sites and motion graphics.

**New Remedies, LLC** Oakland, CA  
Executive Director 2003 - 2006

Introduced branding to the industry and leveraged brands as an asset for rapid expansion.

Expanded reach from 2 retail locations to 7 retail locations across California growing revenue by 500% percent to \$60 million annually.

Company acquired by the US Federal Government in 2006.

**Verde Studios** Albuquerque, NM  
Interim Executive Director 2002 - 2003

Transitioned this web design studio into a full service multimedia design and production house.

Refined service model while developing and implementing experience architecture design methodology.

Provided creative direction for traditional and interactive media projects.

**Robert Half International, Inc.** Menlo Park, CA  
Executive Director, New Initiatives, eBusiness 2000 - 2001

Managed internal incubator for eBusiness initiatives including tmdigital.inc an online career matching technology for business.

Designed and developed tmdigital.inc including initial strategy, brand identity, and interface design.

**Viant Corporation** San Francisco, CA  
Creative Director 1999 - 2000

Creative Director for Viant Corporation's San Francisco office responsible for managing creative teams for client engagements as well as creative direction for the group.

Provided creative direction and strategy for Robert Half International, Kinkos, Charles Schwab, and Neoforma.

**indigo group omnimedia, inc.** Rosslyn, VA  
Chief Creative Officer and Co-Founder 1994 - 1998

Responsible for business and corporate development, creative direction and strategy for the firm and its clients.

Provided creative direction and strategy for Bell Atlantic, MCI, Chicago White Sox, Mitsubishi, ABC Sports, and Simon & Schuster.



## SELECTED CLIENTS

### **NeighborGoods.net** Los Angeles, CA

Designed printed promotional materials, investor presentations, and visual language guidelines for this online sharing community. Also produced motion graphics for an online video presentation about the site.  
2010

### **Princess of Africa** Pretoria, South Africa

Redesigned and unified branding for the Princess of Africa Foundation, the Princess of Africa film, and Chaka Chaka productions. Designed a blog style website for the Princess of Africa film and produced collateral materials and a visual language document for the unified Princess of Africa brand.  
2010

### **Mickipedia** Los Angeles, CA

Designed and animated opening credits and closing credits for "Startup Stories," an online vlog by NeighborGoods CEO, Micki Krimmel.  
2010

### **Tommy V's** Oakland, CA

Designed and developed branding and packaging for this small batch, hand crafted hot sauce company.  
2008

### **Mediagirl, Inc.** Albuquerque, NM

Designed and implemented brand identities and Web strategies for Mediagirl clients including site designs and flash animations.  
2008

### **New Mexico Ad Federation** Albuquerque, NM

Designed and implemented a flash based online presentation for the 2008 NMAF Addy Awards using Actionscript and embedded video.  
2008

### **Potent Employment Solutions** Oakland, CA

Created overall corporate identity including logo, collateral materials, visual language, web site, and promotional materials.  
2006

### **Newsmaker Productions** Washington, DC

Created overall corporate identity including logo, collateral materials, and visual language for this documentary film company.  
2005

### **Wired** San Francisco, CA

Consulted Web Monkey online content site on various aspects of its user interface focused on usability.  
2004

### **Quaker Oats** Chicago, IL

Designed the look and feel of the Quaker Oats internal information systems and intranet.  
2003

### **Discovery Communications** Bethesda, MD

Designed and developed interactive television interface prototypes for Discovery Channel's eight digital cable networks in conjunction with their Advanced Television Studio.  
1998 - 1999

### **Arch Development Corporation** Chicago, IL

Designed and implemented brand identities and collateral materials for companies funded by Arch Development including SmartSignal, Wasabi, and Recommender.  
1999

## TECHNICAL SKILLS

Skilled in Macintosh and Windows operating systems and office suites. Hands-on expertise in Adobe CS4 including Photoshop, Illustrator, InDesign, Flash, and After Effects. Working knowledge of Actionscript 3.0, XHTML, CSS, and Javascript. Professional experience in pre-press production and music composition and performance.