

VICTORIA STANBACH

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OBJECTIVE

I am looking for an interesting and challenging position at the director level where I can apply my strategic thinking, creative spirit, design sensibilities and management/mentoring experience in a positive, fun, family friendly work environment.

EXPERIENCE

Sonopia Corporation | Creative Director 6.06 - 2.08

Sonopia being a fast-paced start-up, I worked with marketing and product teams to launch the Sonopia Web and mobile service in April 2007. Lead brainstorms to strategize and define user experience with various services and tools as a part of the Sonopia mobile service and social network. I oversaw creative development for all Sonopia partner marketing initiatives and corporate communications including print and online direct marketing, event marketing, Web site design, packaging and the out-of-box experience. Developed and maintained Sonopia brand and partner brands. Developed and managed creative services processes, managed budgets and created and managed project timelines. Developed relationships with and managed ad agencies and freelancers. Instilled goals and motivated team to reach a high level of quality in all creative output.

Violet Design | Owner + Design Consultant 10.01 - 6.06

Clients: iControl.com, GoFish.com, Habitat for Humanity, First Horizon Home Loans

Operated my own design consultancy with a number of clients whose projects ranged from interactive to print, including Web site design, information architecture, UI design, illustration, logo development, brand development, advertising and invitation design. Responsible for managing contract/freelance employees, client relationships, budgets and timelines.

AgileTV Corporation (now Promptu) | Creative Director 4.01 - 10.01

Developed and maintained AgileTV brand and sub-brands. Hired and managed freelance designers, writers and creative agencies. Developed design direction for user experience of the AgileTV product for which I now hold 2 US patents for unique speech-to-screen user interaction graphical devices. Developed strategies for all marketing materials, product design and out-of-box experience. Documented and published design standards and guidelines for use inside the company and with strategic partners. Created design process, managed budgets and created project timelines.

Electronic Arts | Lead Art Director 1.00 - 4.01

I joined EA.com at its inception to architect, design and build the largest online gaming Web site. I developed and maintained EA.com brand standards. Managed and mentored a group of 1 writer, 3 art directors and 6 designers to design and build the Web site from the ground up as well as a handful of unique games. Oversaw visual concepts, design and graphic production for all aspects of EA.com and co-branded partners. Developed and maintained site wide visual standards and guidelines. Managed design process and project timelines.

Modem Media | Senior Art Director 4.99 - 12.99

Clients: Intel, Women.com, Toyota

Created and managed relationships with clients, most notably our main client—Intel. Worked on many ground breaking Web projects for Intel, including the Pentium III launch and promotional Web site. Oversaw all project concepts and designs for interactive advertising and Web sites. Oversaw branding and identity standards for various clients. Managed various teams of designers and developers relative to each project.

EURO RSCG | Senior Art Director 10.97 - 4.99

Clients: Intel, San Francisco Opera, i-Lab

Oversaw all project concepts, design and production for interactive advertising, Web sites, CD-Roms, identity and brand development and various print collateral for a range of clients. Most notable client was San Francisco Opera for which I designed an award winning Web site for "The Ring" opera. Managed production designers and developers across various interactive and print projects.

CKS Interactive | Senior Art Director of Interactive 11.96 - 9.97

Clients: Visa, Apple Computers, Clinique, Tandem Computers

Oversaw all project concepts, design and production for interactive advertising, Web sites, CD-Roms, identity and brand development and various print collateral.

Wilcher Design | Art Director 9.94 - 10.96

Clients: Microsoft, Eddie Bauer, GTE, Siemens, Lotus, InQuest

Oversaw all project concepts, design and production for Web sites, CD-Roms, identity & brand development and print collateral. Architected and designed the first Eddie Bauer e-commerce Web site.

EDUCATION

Master of Fine Arts in Visual Communication Design University of Washington 9.92 - 5.94

Bachelor of Fine Arts in Graphic Design University of the Arts 9.86 - 5.90

DISCIPLINES

Problem Solving

Research + Strategy

Identity Design

Brand Development

Integrated Marketing

Online Advertising

Information Architecture

User Interaction Design

Analytics

Management