

Mark Potterf II

Interactive Design + Art Direction

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Experience

Interface Design
User Experience
Online Video Delivery
Information Architecture
Social Technologies

Technical Experience

Adobe Web & Creative Suite
HTML, XHTML, DHTML, CSS
Javascript
XML
Flash
Microsoft Office Suite
Omnigraffle, MS Visio
Final Cut Pro Studio 2

Education

The Art Institute of Atlanta
Bachelor of Fine Arts Interactive
Media Design and Development
with international studies in
Sweden, Finland and Germany.

Executive Summary

Six years experience in the interactive technology space. Proven track record of designing and delivering interactive experiences for a variety of clients and industries. Application of a range of skills to all projects, including usability analysis, marketing strategy, code development, and interactive design.

Work Experience

03/2010 Present

The Home Depot | Online Creative

Provides interactive design and art direction for the companies online presence. Key team member in launching the online video delivery solution for the companies site redesign.

Select Projects

Online Video Delivery Design & Integration
Light Bulb Bulb Refresh

05/2008 03/2010

Sagepath | Interactive Art Director

Lead design projects from conception thru their production ensuring that the appropriate technology was implemented without deterring from the projects original design concept. Responsible for three designers and two developers.

Select Clients

The Coca-Cola Company
The Home Depot
NAPA AUTO Parts

07/2006 05/2008

Merge Agency | Lead Interactive Designer

Created presentation mockups, executed design production and front end development, delivered the implementation of widgets, websites, video, and desktop applications.

Select Clients

The Coca-Cola Company
AmerisourceBergen
North Highland Company
Qwest Communications

04/2007 Present

Gromique Creations | Independent Consultant

Supported the growth of an independent client base by delivering high quality, client-focused solutions.

Select Clients

Fuse Consulting (Web presence)
Kris and Co. Realty

07/2005 03/2007

Pixelution Studios

Designed and developed in Flash, HTML, and Javascript.

Select Clients

Cross Town Realty
On The Rocks Tavern

Select Projects

Custom MP3 player
Competitive and Heuristic Analyses