



Art Director

Karen Foster Design: 3/09 – 1/10

A leading publisher of topically themed traditional craft products, KFD also develops and markets products for the Photo, Social Stationery and Digital Craft channels. In addition to substantial relationships with specialty and independent retailers, KFD also enjoys mainstream market share through big box retailers such as Wal-Mart, Target, Costco, Michaels Crafts, Ritz Camera, Office Depot and Cabela's.

As a key member of the management team, I collaborated regularly with the company President and other senior staff to define, author and implement company strategies, creative direction and best practices. As Art Director, I was responsible to recruit, supervise and direct the efforts of an in-house art staff as well as outside contractors, including photographers, illustrators, graphic designers and programmers.

The scope of my purview encompassed all aspects of creative development, from concept and pre-visualization to design execution to final production. I worked closely with the Marketing Director and Product Development Manager to conceive and develop new, innovative products and coordinated production timetables and budgets with vendors in the US and China.

During my tenure, I was also tasked to create product/brand identities and maintain those brands across numerous product and marketing formats; Conceptualize, design and author regular monthly ads; Design and direct all product packaging, annual/quarterly catalogs, and other promotional materials; Design POP displays and company tradeshow presence; Press-check printed products with various Litho/offset and Flexographic printers; Cultivate relationships and negotiate licensing agreements with artists/agents for various Craft and Stationery products.

Art Director / Principal

Thought Bubble Studios: 1/05 - Present

Thought Bubble is a small creative studio I founded with my wife—also a multimedia artist, as a channel for our contract work as well as the development of original properties. Under Thought Bubble's banner, the scope of my work has been diverse, ranging from art/creative direction to graphic design to concept & finish illustration to product design, packaging and marketing/sales collateral. You may review Thought Bubble's online portfolio at: www.thoughtbubblestudios.com.

Art / Creative Director

IMPAXX / Stickermill: 8/02 – 12/04

Primarily servicing the Craft and Toy industries, Stickermill is a printer/manufacturer where I worked closely with the Directors of Marketing and R & D to develop many new materials, products, and brand identities. Among these was an innovative product offering and merchandising solution for the preeminent craft retailer, Michaels, as well as original toy products for Hasbro's popular Nerf and Super Soaker lines.

My purview encompassed the management of all creative interests for multiple divisions of the company: Company & Product identity; Package design; Print & Web advertisement; Promotional catalogs & collateral materials; Tradeshow presence; Production of 3D animation and digital video for product previsualization and creative support for focus group testing.

In addition to managing an internal art/pre-press department of five, I sourced and managed many outside creative contractors including graphic designers, illustrators, photographers, web designers, 3D animators and videographers. I was also responsible to research, identify and negotiate licensing agreements with prospective artists/representatives for various products.

Graphic Designer / Illustrator

Yesco Design Group: 1/02 – 8/02

Custom & corporate advertising programs: Graphic Design; Illustration/Visualization; Production design. Worked closely with Sales dept. to foster and maintain customer relationships. Tasked to work with Division President and Marketing Director to creatively support special assignments and internal presentations.

Freelance Artist / Art Director

Salt Lake City, UT: 5/01 – 1/05

Various contract projects: Company/Product identity; Product & package design; Traditional & Digital illustration; Production design & artwork for various 3D animation & infomercial projects—Storyboards, Environment & Character Design, Texture Art.

Art Director

Trilogy Studios: 8/00 – 5/01

Corporate identity; Product logo & Package design; Website design; Storyboards, Art Direction & Production art for *MOVIE MASK* product promotional video; Usability/workflow design for proprietary development software, *MOVIE MASK DIRECTOR* & *MOVIE MASK PLAYER*.

Concept Artist

Acclaim Studios: 2/00 – 6/00

Concept and Production artwork for two 3D Action/Adventure titles for Sony Playstation 2: *MAD SCIENTIST MONSTERS* and *GUPPY*. Character & Environmental Design; Game Visualization.

NBA JAM 2002, a licensed 3D basketball game for Sony Playstation 2 & Xbox. Product Identity; Interface design; Front-end production art; Character & Court/Environment design; Character textures.

Art Director

Bethesda Softworks, West Coast Division: 2/95 – 1/00

ART DIRECTOR/DESIGNER

XCAR: EXPERIMENTAL RACING, a 3D racing sim. Interface design; Front-end production art; Vehicle & Track design/texture art; Storyboards/Design for 3D animated cinematics; Logo, Manual and Package design.

ART DIRECTOR/DESIGNER

HOT ROD MAGAZINE PRESENTS BURNOUT: CHAMPIONSHIP DRAG RACING; BURNOUT: PLAYER'S CHOICE EDITION; NIRA: INTENSE IMPORT DRAG RACING, all 3D racing sims. Interface design; Front-end production art; Vehicle & Track design/texture art; Storyboards/Design for 3D animated cinematics; Logo, Manual and Package design. Web graphics & animation.

ART DIRECTOR

SKIP BARBER RACING; IHRA DRAG RACING, both 3D racing sims for PC CD-ROM. Interface design & art; Vehicle & environmental textures; Logo & Package design; Web graphics.

Additional titles for which I provided creative leadership include: *SkyNet, Daggerfall, PBA Bowling II*.

Art / Creative Director

Flashpoint Productions: 5/92 – 2/95

ART DIRECTOR/DESIGNER/WRITER

NOCTROPOLIS, a PC CD-ROM Graphic Adventure published by Electronic Arts. Background & Interface art; Character & Costume design; FMV cleanup; Logo, character & effects animation; Custom comic book (package insert); Logo, Manual & Package design; Cover illustration. Managed development team of four artists. Cast and directed all Noctropolis video sequences shot on Beta SP (Cast of 33 characters).

ART DIRECTOR

GOLF MAGAZINE PRESENTS 32 GREAT HOLES, STARRING FRED COUPLES, a Sega 32X-cartridge game published by Sega. Interface design, front end & environmental art.

Production Artist

Access Studios: 8/91 – 5/92

PC Game development: Storyboards; Background art & FMV cleanup; Character & effects animation; Interface & package design; Cover illustration. Products included adventure titles, *MARTIAN MEMORANDUM; AMAZON: GUARDIANS OF EDEN* and popular golf series, *LINKS*. Designed & produced promotional/sales collateral.

Online Portfolio:

www.thoughtbubblestudios.com/shaun