

SHANE LUITJENS

shaneluitjens.com / admin@torquere.com / **ART DIRECTOR** / (646) 217-2636 / References available upon request

SKILLS

MARKETING AND BRANDING

Identity design, photography direction, print collateral, websites, logo and typography

USER EXPERIENCE DESIGN

Discovery, information architecture, interface design, prototyping and usability testing

WEB DEVELOPMENT

FLUENT (D)HTML, XML, CSS 1&2, PHP
FAMILIAR Macromedia Actionsript

SOFTWARE

FLUENT Adobe Photoshop, ImageReady, Illustrator, Streamline, InDesign, Lightroom and Acrobat. QuarkXPress. Microsoft office.
FAMILIAR Corel Painter. Macromedia Freehand and Flash. Adobe Premiere

ADDITIONAL SKILLS

Public Speaking, Leadership Training
Staff supervision, hiring, training
Languages: English, Italian, Russian

AUG 06 - PRESENT

US ART DIRECTOR INK PUBLISHING

Directing the design of four US inflight magazines (average circulation: 1.5 million readers) represented by international custom publishing company. Managing staff including assistant, junior designers and interns. Designed and directed three complete launches plus one redesign. Leading and planning original celebrity and editorial photography. Research and edit of stock photography.

2007 Create Awards Best of Category (Editorial - Single Page), Gold (Editorial); 2007 Davey Awards Gold (Editorial), Silver (Editorial)

DEC 05 - AUG 06

ART DIRECTOR HX MEDIA, LLC

Managed creative for full-color New York City weekly celebrity and nightlife magazine (circulation: 110,000) and weekly newspaper (circulation: 50,000), including junior designers and interns. Directed original photography sessions. Purchased and edited stock; provided photography.

APR 05 - DEC 05

ART DIRECTOR PHYSICIANS CONTINUING EDUCATION

Established brand consistency for three distinct companies in medical education agency. Coordinated freelance designers and production details. Created national brand materials for professional conference, international student medical association and dermatological health organization. Designed in-store medical packaging.

JULY 00 - NOV 02

SENIOR INTERACTIVE/UX DESIGNER MONSTER.COM INTERACTIVE/UX DESIGNER MONSTER.COM

Created flow models and prototypes to introduce new products for UI testing; redesigned site content structure, successfully increasing user participation. Managed junior designers and interns; performed as team with technical development and product management. Completed partnership branding work for Olympics, MTV and McDonalds.

2001 MIMC Interactive Awards Winner (Community Site Design)

JAN 99 - JULY 00

GRAPHIC DESIGNER DRUGSTORE.COM

Contributed to initial site launch content and construction; produced print and web promotional materials; acted as Design Lead in first website redesign. Directed original product photography
Created template for dynamic content (article-based).

B.A. IN JOURNALISM AND MASS COMMUNICATION

Drake University, Des Moines, Iowa

BORN

