

SHANE LUITJENS

shaneluitjens.com / admin@torquere.com / **ART DIRECTOR** / (646) 217-2636 / New York City, New York

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 XHTML, CSS
FAMILIAR Actionsript, PHP, Databases

SOFTWARE

FLUENT Adobe Photoshop, Illustrator, InDesign, Lightroom, Flash, Dreamweaver, and Acrobat. QuarkXPress
FAMILIAR Corel Painter. Adobe Premiere

ADDITIONAL SKILLS

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

FREELANCE CLIENTS INCLUDE

Kimmel International Film, Italian International Film, Eagle Pictures, Signs of Love Production, Chakra Media Group, suspect thoughts press, Soft Skull Press, Senior Whole Health, Freedom Drug, Priority Healthcare

AUG 06 - PRESENT

US GROUP ART DIRECTOR INK PUBLISHING

Directing the simultaneous design of three North American inflight magazines (average circulation: 1.5 million readers). Managing staff including assistant, junior designers and interns. Designed and directed four complete launches plus three redesigns. Planning original celebrity and editorial photography. Researching and edit of stock photography. Leading website redesign.

2009 SPD Awards 3 Merit (Editorial), 2008 HOW International Merit (Editorial), 2007 & 2008 Create Awards Best of Category (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) 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 online and printed brand materials for professional conference, international student medical association and dermatological health organization. Designed in-store medical packaging. Designed and developed four websites.

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 team and product management. Completed partnership branding work for Olympics, MTV and McDonald's. 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).

BORN

