

Independent Consultant, minibike

www.minibikesf.blogspot.com

February 2007 - present

Business development, creative direction, brand and social media strategy and consultation for companies including Sapient, Offermatica (now Omniture), Otto Digital, Scout Labs, and Transpond

Creative Director, arc worldwide/Leo Burnett

August 2005 – February 2007, San Francisco

Creative and business development lead for award-winning global advertising agency

During first month of work, won re-design for www.levistrauss.com, launching in April 2006

Won \$15M in new business in 2006

Clients: Radio Shack, Revlon, CibaVision, RIM/Blackberry, and 24Hour Fitness

Built an interactive team within a traditional agency model

Creative Director, razorfish

July 2003 – July 2005, San Francisco

Creative and strategic lead for several Sun Microsystems accounts, microsites for Visa USA, McKesson, and Quicken (Intuit)

Creative Director, Nexant, Inc.

2002-2003, San Francisco

Designed and developed corporate and brand identity for Bechtel-funded, multi-business unit, global power consulting company

Creative Director, Founder, andhow, inc.

1998-2002, San Francisco

Founder of award-winning graphic design office specializing in branding, corporate identity, marketing strategy, and consulting

Clients: Disney, The Body Shop, Nexant,

website: www.jakehuffman.com/andhow

Creative Director, Advanta Bank

1998, San Francisco & Philadelphia

Built creative team and lead creative strategy for three acquired internet start-ups

Creative Director, Organic Online

1996-1998, San Francisco

Lead major web and interactive initiatives for Yahoo, BigBook, the Well, Swiss OnLine, and HomeGrocer

Art Director, Fitch

1997, San Francisco

Designed interactive web experiences for Netscape and Umax Computing

Art Director, Illustrator, Vivid Studios

1996-1998, San Francisco

Designed and illustrated immersive interactive web experiences for Kodak and Computer Curriculum Corps

Designer, Clement Mok Designs (now Sapient)

1995-1996, San Francisco

Design, illustration and production for print and web: Intuit, HermanMiller, WellsFargo, Lotus, Microsoft, and Logitech.

Freelance Designer, Landor

1994-1995, San Francisco

Consumer goods packaging for Georgia Pacific, Western Family, and Xerox

Freelance Designer, Primo Angeli

1993-1994, San Francisco

Consumer goods packaging for Old El Paso, Henry Weinhard and Mariani

Freelance Designer, FCB Healthcare

1992-1993, San Francisco

Packaging, collateral, and advertising for Chiron, Allergan, and Berlex pharmaceuticals

Education

University of Massachusetts at Amherst, Bachelor of Fine Arts, Cum Laude, 1992: major in printmaking, minor in art history, concentration in graphic design

Beth O'Rourke

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I am an award-winning, veteran Creative Director with national and global account experience in branding, print, web, interactive design, application design, user experience, and advertising. My skills focus on creating strategically driven, on-brand, compelling creative work, leading and motivating teams both on the internal and client side, and translating business strategy into market-relevant visual and written solutions across many media types.