



Martin Manuel

Art Director

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Experience

Art Director (freelance)

2003 - 2009

Austin, Texas

Work for multiple agencies and maintain my own client roster. Consult with clients to establish strategy and initiative. Conceptualization and ideation for a wide range of projects in multiple media. Bring ideas to life through graphic design, animation, live-action video and photography. Direct technical development and oversee projects through delivery and deployment. Manage project budgets, sub-contractors and timelines.

Clients include: AMD, ActiveTV, Aramark, Tribeza, Shady Grove

Art Director (contract agency position)

2007 - 2009

SEI Meetings & Incentive, Dallas, Texas

Consult with SEI and their clients to establish creative direction for incentive travel programs. Design interactive experiences within each program theme and each client's brand guidelines. Oversee technical development, delivery and deployment. Manage budgets, sub-contractors and timelines.

Clients include: T-Mobile, Farm Bureau

Art Director (contract agency position)

2003 - 2009

Catch Light Productions, Austin, Texas

Provide art direction and copy writing for TV and radio. Writing, casting, directing, producing and editing of TV and radio commercials. Provide creative direction for annual advertising campaigns including broadcast, print and web.

Clients include: Great American Cookies, Mobil Oil FCU, S.E. Texas Regional Planning Commission

Art Director (contract position)

2005 - 2008

Kilpatrick Companies, Houston, Texas

Designed brand identities for multiple proprietary products developed by the client. Followed through with full complement of printed collateral, paper systems and websites for each brand. Produced animated instructional modules for these products. Also, designed primary print collateral and website for Kilpatrick Companies.

Art Director (staff agency position)

2003 - 2004

Advertising Associates, Inc., Beaumont, Texas

Provided art direction and copy writing for TV and radio.



Experience Continued

Art Director (staff agency position)
Chargois Communications, Beaumont, Texas

1999 - 2003

Performed a wide range of design, production and development duties for interactive, broadcast and print media. Designed and developed identity systems for multiple start ups and re-brands. Managed production for local and regional advertising campaigns. Provided copywriting and creative direction for advertising. Worked closely with development team on interactive and website projects. Contracted photographers and artists and directed photo/video shoots.

Clients included: Snapper, ChainCast Networks, LeTourneau Prosthetics

Education

Lamar University
Studio Arts including Art History, Print Making and Photography

2001 - 2004

Art Institute of Houston
Associated of Applied Science in Computer Animation

1996 - 1999

Skill Sets

- Conceptualization and ideation, creative consulting & briefing
- Pitching and presenting concepts and strategies
- Excellent oral and verbal communications skills, clearly articulate complex ideas or information

- Manage teams and guide projects through discovery, design, development and deployment
- Motivate and encourage designers, developers and producers.
- Organized, diplomatic, team player

- Fluent with Adobe Creative Suite, Office Applications
- Fluent in HTML/CSS, prefer handwritten code over generators
- Knowledgeable in Action Script, database languages, development platforms

- Vast experience with video production and photography, cameras, lights, sound, cast/crew
- Video capture, editing, animation/motion graphics and audio production
- Copywriting and scriptwriting for TV, radio, print and web

- Ability to multi-task, engage on multiple projects and timelines
- Detail oriented while always considering the macro view
- Drafting contracts, project scopes, quotes, proposals, RFP's, RFQ's, RFI's