

steve van gelder : art director/designer : print/web

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Veteran art director/designer of print and web.

As a freelance talent, I hit a project running and produce. Described as a creative workhorse,* I draw upon my creative experience, the ability to manage multiple tasks, and a strategic and professional business sense.

Conceptually: I engage the audience and communicate the message. I strive to create elegant concepts and effortless visual communication.

Design: Web 2.0, clean and understated design sensibility. I tell a story that complements the message.

Deadlines: I get 'er done.

As a classic animation nerd, I have a passion for Flash (ActionScript3).

areas of experience

- **Creative and Design**
 - Website design & development
 - Motion graphics
- **Illustration**
 - **Print** / POP
 - Advanced ActionScript3
- **Interactive media**
 - Storyboarding
 - Animation
 - Basic CCS and HTML

tools

Adobe Creative Suite: Photoshop, Illustrator, Freehand, Fireworks, Dreamweaver, **Flash.** Quark. Advanced **Actionscript 3.0.** Basic CSS, HTML and SEO.

awards

- GOLD , 2012 Dallas ADDY: Audio design and ActionScript for Chase Paymatech holiday card.
- BEST Illustration, areaofdesign.com, 2006 Drench Award: All Beef Country.
- Award of Merit, portfolio.com, 2005 Award Show: TGI Friday's 40th Birthday Book.
- Honorable Mention, SEGD, 1995: Construction Site Fence Illustrations.
- BEST Logo, Lotus Award, Vancouver, 1994 for my logo.

education

- Coursework in ActionScript 1.0, Richland College, Dallas TX
- Coursework in Classical Animation, Capilano College, Vancouver BC
- Certificate in Graphic Design, Dawson College, Montreal PQ
- Graduate of Riverdale High School, Montreal PQ

work status

US and Canada.

of interest

- Artist: wouldstock.com
- Member of the Dallas Running Club
- Singer/songwriter

volunteer work

- Hearts and Hammers with IMC2 Team, 2007
- Arlington Food Bank with Credit Solutions Team, 2008
- KERA pledge drive phone operator with Credit Solutions Team, 2009

Some brands I've worked with:

- AmericanAirlines
- Arnold's Bread
- Cymbalta
- Diet Coke
- Dickies
- Fossil
- Eukanuba Pet Foods
- Hewlett Packard
- Kimberly Clark
- Leapfrog
- McAfee
- MMs
- Mission Foods
- Quaker Foods
- Sam's Club
- 7-Eleven
- Texas Instruments
- TGI Fridays
- Uniden



* Thanks to Jay Newman of Ignite for the best reference ever!

steve@stevevangelder.com

Freelance Art Director / Designer in Dallas TX 2002+

DALLAS HIGHLIGHTS

Fossil 2011

Freelance Senior Art Director, worked with the team on holiday catalogues.

Uniden 2011

As in house Multi Media Designer, created and produced product videos in Flash for Amazon.com.

Tribal DDB 2010

Various interactive projects for **Pizza Hut**, **Pepsi**, **Clorox** and **Tabsaco**.

RAPP Collins 2009

Client: **Hewlett Packard**. Developed B2B web and magazine print advertising for HP's Enterprise Business Solutions, in partnership with MicroSoft.

imc2 2006, 2007, 2009

Clients: **Diet Coke**, **Cymbalta** & **Pizza Hut**. Coded and optimized Flash rich media for Diet Coke's 25th Anniversary; upgraded Cymbalta.com; and designed email newsletters and holiday eCards for PizzaHut.com

G2 Interactive, New York 2008

Client: **M&Ms**. Member of interactive team charged with revamping the M&M.com website and designing Flash M&M characters for an entertaining series of homepage animations.

American Airlines 2007, 2008

Client: **American Airlines Cargo**. Created and programmed Flash presentations for AA's Project Everest, the airline's internal business process overhaul; a series of management training and eLearning tutorials; and an online employee tutorial for AA's North American rollout of its new credit card software.

TSA Productions / EPS Studios 2006, 2007

Client: **TGI Friday's**; designed the restaurant chain's award-winning 40th anniversary commemorative book and designed graphics (and crewed onsite) for national conventions.

TPN 2003, 2004

Client: **7-Eleven**. Designed ATM kiosk screens implemented at stores nationwide, along with a Flash presentation introducing the "Vcom" initiative internally.

CANADA

Art Director, Smith Advertising & Design, Ottawa ON 2001

Handled print and interactive design for this studio specializing in government and corporate communications. Clients included Canada's **National Department of Industry**, the Cement Association of Canada and the Canadian Research Transfer Network.

Art Director, Radiant Communications, Vancouver BC 1997-2000

Developed creative for clients including Rydex Communications (software maker), **Planet Superstar**, Delta Credit Union and LifeStyle Retirement Homes.

Package Designer, RKW Communications, Vancouver BC 1996

Clients included **Gold Seal** and **Cosco** food markets, and Act Laboratories computer games.

Art Director, Vancouver International Comedy Festival, Vancouver BC 1994-1999

6-year freelance association involved creating posters, brochures, programs, print advertising, invitations and T-shirts for the annual festival

Art Dept Runner/ Prop Maker, Montreal PQ 1992

Worked on two feature films: **Snake Eater II** and **Deadbolt**.

