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I am an **art director/designer** who creates and builds **print** and **interactive media**.

I navigate between creative, design and implementation. **I look for innovative and relevant solutions to present and sell my client's message to the audience.**

I can bring a project from **concept to delivery** or take ownership of my individual task.

Flash is my favorite medium. I like motion graphics and combining sound and movement. I can hand animate and code in **Actionscript 3.0**. I enjoy designing and coding complex front end interfaces.

areas of experience

advertising, design, corporate communication, POP, B2B, site design and development, animation and illustration

tools

Photoshop, Quark, Illustrator, Freehand, Fireworks, Dreamweaver, Flash.
Actionscript 2.0, Actionscript 3.0. Basic CSS, HTML and SEO

awards

- 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 fencing illustrations.
- Best Logo/Corporate ID, Lotus award, Vancouver, 1994: Original version of my personal logo.

education

- ActionScript 1.0, Richland College, Dallas
- Classical Animation, Capilano College, Vancouver
- Graphic Design, Dawson College, Montreal

work status

US and Canada.

of interest

- musician and songwriter
- long association with arts, music and cultural events
- on set experience in feature film
- serious painter: wouldstock.com

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

references available upon request

steve van gelder : the work

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2002+

Freelance Art Director/Designer, Dallas TX

SOME HIGHLIGHTS:

Art Direction, RAPP Collins, 2009

Worked on several **Hewlett Packard** B2B campaigns developing creative and web/print implementation.

Art Direction/Flash development, IMC2, 2009/2008/2006

I have been a freelance AD and Flash Developer on **Diet Coke, Cymbalta, and Pizza Hut.**

Flash Development, AmericanAirlines, 2007

Created and programmed employee software tutorial for **AmericanAirlines Cargo.**

Created and built Project Everest presentation for **AmericanAirlines Cargo.**

Art Direction/Event Planning, TSA Productions, 2006

Along with creating and building **TGI Fridays** elaborate 40th anniversary book, I created site graphics, and worked on site at events.

Flash Development, The Promotion Network, 2003

Concepted and built several presentations and kiosk screens for **7-Eleven.**

2001

Art Director, Smith Advertising and Design, Ottawa ON

Studio specializing in government and corporate communication. Print/interactive.

National Department of Industry, Cement Association of Canada, Canadian Research Transfer Network.

1997-2000

Art Director, Radiant Communications, Vancouver BC

Developed lead creative and design for a variety of clients:

Rydex Communications: software, **Planet Superstar:** fashion, **Delta Credit Union:** financial and **Life Style Retirement Homes.**

1996

Package Designer, RKW Communications, Vancouver BC

Contract position involved package design for such clients as:

Gold Seal and **Cosco:** food producers and **Act Laboratories:** computer games.

1994-1999

Art Director, Vancouver International Comedy Festival, Vancouver BC

A fun 6 year freelance association involved the creation and execution of annual event.

Poster, brochures, programs, 2 and 4 colour posters, print advertising, invitations and T-shirts.

1993-1997

Freelance Art Director/illustrator, Vancouver BC

A broad range of local and provincial clients with projects generally encompassing the delivery of creative, design and implementation. Clients include:

B.C. Business Magazine, B.C. Gas, Bau Wow, Grey Advertising, Insurance Corporation of British Columbia, H.R. MacMillan Planetarium, Karo Design Resources, Mr. Mikes Restaurants, Publik Design, Westech Information Systems, Cossette Communications, University of British Columbia.

1992

Art Department on feature films, Montreal PQ

Worked on two feature films gaining experience and insight into film production design.

Deadbolt, Allegro Productions : prop maker.

Snake Eaters III, Cinepix Productions : art department runner.