

Curtis McClain

Freelance Art Director
and Designer.

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CLIENT WORK

Bank of America
Citibank
Chase
American Express
Atlantic Records
Mtv
Cuervo
Fila
Frog Design
Smart Design

Playboy
Polo Jeans
Samsung
Tommy Hilfiger
Will Smith
Warner Bros.
Parmalat
Progressive
SyFy

RECOGNITION

Webby - Official Honoree 2010
Newslook.com

PDN Photo Annual 2007
NormaJeanMarkus.com

Macromedia Site of the Day Sep 2005
American Express: Andy's Mojo

Metropolis Mar 2003
Smart Design - "...The best thing about the Smart Design site is that it lives up to the firm's name..."

FWA - Site of the Day Sep 2003
MessanaOrorke.com Jun 2002
SoFierce.com

IDEA - Silver Award 2002
SmartDesignWorldwide.com

FlashForward - Best Navigation Nominee 2002
SoFierce.com

Entertainment Weekly Jan 2000
WillSmith.com

SoFierce

Principal

Aug 99 - Now

Service clients and agencies through my personal agency moniker SoFierce, provides me the flexibility, freedom, control, and responsibility for perpetual personal and professional growth. This ultimately necessitates a high level of discipline, resourcefulness, adventure, and execution. It also affords me the opportunity to continually explore and experiment with new techniques and integrate them into an ever expanding tool palette.

Design effective, captivating, and often, noteworthy interactive experiences that deliver both emotionally and strategically.

Create compelling banner campaigns that exceed expectations by understanding, advising and delivering on the client's business objects.

Advise on-going clients of potential opportunities for business and brand exposure, efficiencies, and growth.

Help clients distill all relevant aspects of their company's image, business, and persona into a unified identity full of depth, originality, clarity, resonance, and impact.

Organic

Creative Director

Jan 09 - Jul 09

Associate Creative Director

Apr 08 - Jan 09

Managing creatives, clients, timelines, expectations, executions, and egos, I learned how to efficiently navigate the often turbulent nature of multi-agency initiatives. Working with key stake-holders from partner agencies, we elevated the client's perception of effective cross-channel integration.

Managed the creative development for Bank of America's national digital signage network; a \$4M account.

Consistently championed and challenged the client to explore novel solutions to business and marketing objectives.

Mentored 2-3 teams consisting of 3-4 creatives responsible for the artistic development of campaigns and outputs.

Developed channel specific strategies for content deployment, pairing, timing, and overall digital signage best practices.

Provided innovative strategic thinking which contributed to the client's business, brand, and marketing objectives.

Spearheaded an initiative for the client to develop a richer set of brand standards to include channel specific guidelines.

Helped client manage ongoing budget concerns through the development of 'evergreen' outputs that could potentially have an infinite shelf life.

Played an integral role in multi-agency strategic and creative collaborations of integrated initiatives.

Arnell Group

Senior Design Director

Feb 99 - Aug 99

Senior Designer

Jul 97 - Feb 99

This full-service, multi-disciplined agency exposed me to the complexity and level of excellence required by high-profile clients. The diverse breadth of projects allowed me to experience many different facets of design not usually encountered when assigned to a single account.

Founding member of the in-house interactive company Surge Interactive.

Served as the web/interaction design and information resource for the entire company.

Oversaw a team of 4-5 creatives through all stages of interactive media development: Concepting, UX, Wireframes, Visual Design, Content Strategies, Production, Programming, Motion Graphics, Game Design.

Provided various visual components for pitch work: Identity, Illustration (2D & 3D), Print Ads, Press Kits, Presentation Materials, Web Banners, Websites, Product Mock-ups, Packaging.