



carl w. decaire III
art direction

cdecaire@empirikal.net
http://www.empirikal.net

614 : 352 : 3850

Position Statement

Focusing in solving problems through creativity and detailed execution. My diverse skill-set allows me to lead projects individually or collaboratively through various solutions and media to produce high quality and award winning work. I am eager to lead the charge on new or existing projects and help progress them to the next level.

Work Experience

tracermidia Interactive II Sr. Designer / Art Direction

February 2009 – Present

Helped orchestrate the creative process, integrated strategy and I/A into the creative and development workflow. Created award winning work for the Ohio State University, McGraw-Hill, and Earthday Network. Designed interactive websites, iPhone applications, and developed websites to be semantic XHTML/CSS (including HTML5 and CSS3) and JQuery, utilizing Custom CMS's and ExpressionEngine frameworks.

Resource Interactive II Website, Motion & Interaction Design

June 2005 – February 2009

Concept and design for corporate websites, microsites, banners, digital advertising, and other interactive media as a member of a national award winning, top 50, interactive agency. Creative conceiving and design that tightly integrates with strategic planning and usability. Clients included HP, Shaw Floors, Sherwin-Williams and DutchBoy.

The Next Wave II Advertising Design & Web Development

2003 – 2005

Design and online marketing as a member of an award winning innovative creative team. Integrate advertising campaigns with site deployment and Customer Relationship Management programs. Implement brand identity and promotional efforts online. Ensure that sites are optimized for search engines (SEO) and accessible by following W3C guidelines. Utilize web stats for continuous site improvement. Concept generation and production of print, identity, collateral and advertising as needed.

Graphic T's Inc. II Production Artist

2001 – 2002

Design and production for t-shirts, signs and other print media. Created and applied vinyl graphics, produced printing plates and screens for press. Worked as an individual with little supervision.

Contract

Arteis II Logo Design

2004 – 2007

A community of designers providing logo concepts and web site development for small and medium sized businesses.

Education

School of Advertising Art

2005

Diploma of Advertising Arts.

Awards

2010 **Comm Arts Interactive Annual** - tracermidia : Synchronous Objects
2009 **Webby Award** - Resource Interactive : HP - Creative Studio
2009 **Adobe Max/Webby Nominee** - tracermidia : Synchronous Objects
2007 **PointRoll Beanie Award** - Resource Interactive : Shaw "Try on a Floor" Campaign
2006 **Silver Addy Award** - School of Advertising Art Snowcrash Book cover Redesign
2005 **Silver Addy Award** - The Next Wave : BioFoundation Identity Set
2005 **CSCA Best of Show** - Student Illustration - The School of Advertising Art : Dog Fight Poster Design

Skills and Software

Skills

Web/UI Design
Information Architecture
Print Design
Digital Illustration

Programming

(x)HTML / HTML5
CSS 2 / 3
Jquery
Actionscript 2
Expression Engine

Applications

Apple
Adobe
Microsoft
PC & Mac