



carl w. decaire III
creative design & interaction

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 own projects with various solutions and media to produce highly professional work. I am eager to take new or existing projects to the next level.

Work Experience **Resource Interactive || Website, Motion & Interaction Design**
June 2005 – Present
Concept and design for corporate websites, microsities, 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 include HP, Shaw Floors, Sherwin-Williams and DutchBoy.

The Next Wave || Advertising Design & Web Development
2003 – 2005
Web design/development and online marketing as a member of an award winning innovative creative team. Integrate print, broadcast and outdoor campaigns with site design and deployment. Implement brand identity and promotional efforts online. Ensure that sites are optimized for search engines (SEO) and accessible by following W3C guidelines. Utilize analytics to measure success and for continuous site improvement.

Kinko's || Computer Specialist
2002 – 2003
Responsible for file creation and output from digital laser printing machines and large format printing. Helped and directed customers through basic computer usage and use of office application software. Worked in a small team-based environment with a focus on production quality.

Graphic T's Inc. || Production Artist
2001 – 2002
Design for t-shirts, signs, stationary and more. Produced and applied vinyl graphics as well as burning plates and creating screens for press. Worked as an individual with little supervision.

Freelance **Think.Do.Create || Website, Motion & Print Design**
2006 – Present
Concepting, design and execution of websites, banners and print material for both small business and national brands including Old Spice and Nestle Crunch.

Arteis || Logo Design
2004 – 2007
Arteis is a community of talented designers and illustrators brought together to conceptualize and design logos for various sized business clients around the world.

Education **School of Advertising Art**
2005
Diploma of Advertising Arts.

Awards **Beanie Award - PointRoll**
2007 – Most Creative and Innovative design award for the 2007 Shaw Floors Spring Campaign

Silver Addy Award - School of Advertising Art (x2)
2006 – Student Award for Snowcrash bookcover redesign both locally and district.

Silver Addy Award - The Next Wave
2005 – Lead designer and initial concept developer for BioFoundation's Identity Set.

CSCA Best of Show - Student Illustration - The School of Advertising Art
2005 – Student Award for design & illustration of "Dog Fight" poster.

Skills and Software

Skills	Programming	Applications
Web Design	(x)HTML	Photoshop
Web Development	CSS	Illustrator
Motion Design	Javascript	Flash
Interaction Design	Actionscript	After Effects
Print Design	PHP	Soundbooth
Digital Illustration	MySql	Final Cut
		Microsoft Office