

# **bil Chamberlin**

Interaction Design & Art Direction

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## **Experience**

Senior Art Director, MRM//McCann – 05/2013-01/2015

Lead the design work on major projects for Verizon. Designed marketing landing pages, standard and rich media banners, email campaigns, videos and overall concept ideation. Led projects and mentored and interviewed younger art directors and designers. Recently led the product launch of FiOS Quantum TV, designing out the digital assets, and animating videos. Came up with the concept that was featured in Adweek as an ad of the day starring Craig Robinson. Created, directed and Animated Verizon's latest marketing channel, streaming video pre rolls, using After Effects, C4D.

Senior Freelance Art Director, RedFuse (VML) - 01/2013-04/2013

Responsible for concept and design of a major first of its kind social campaign using Rising Star rich media banners and Pinterest. Education through deep engagement and Pin directly from the banner to help Murphy Oil Soap share its concern for the environment. Also, created Colgate's first ever fully responsive web experience for Colgate Ultra White while pushing the brand forward to a strong yet elegant solution.

Freelance Senior Art Director, Infusion - 09/2012-12/2012

Samsung was in need of an interactive in-store kiosk to show off their new line of Galaxy phones. The Galaxy S III and the Galaxy Note II. Through Infusion, a technology company in NYC, I designed and interactive kiosk that would be available in Sprint stores nation wide. With the challenge of limited assets and an extremely tight timeline I was able to work with both a Flash developer and the client to deliver on time this large formatted immersive kiosk experience.

Freelance Senior Art Director, Organic, Infusion, OgilvyOne, VML, TBWA – 8/2010-08/2012

Art Direction, Web Design, App Design, Social Marketing, UX/UI, Illustration, Branding, Game Design, Motion Graphics

Lead Designer, Digitas - 11/2005-7/2010

Art Direction, Web Design, Animation, Game Design, Character Design, Branding, Creative Strategy and Ideation, UI/UX

## **Education**

The Maryland Institute College of Art, BFA - 1991, Walt Disney Feature Animation Internship

## **Skills**

App Design, Web Design, UX/UI, Art/Creative Direction, Creative Ideation, Illustration, Logo Design, Social Marketing, Branding, Animation, Motion Graphics, Presentations.