

# Joe Cieplinski

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## Experience

### **CREATIVE SERVICES MANAGER, ON24, SAN FRANCISCO, CALIFORNIA, JULY 2008 – PRESENT**

Creative Services Manager for ON24, Global Leader in Webcasting and Virtual Events. Led a small team of creative professionals in web console design, 3D virtual event visual design, marketing, and other various graphical needs. Directed creative projects from inception to completion. Procured contract and part time creative services assets for various projects when needed. Developed standard processes and graphical standards for web consoles as well as virtual events.

*Job responsibilities included:* team management, process development, project management, training, art direction.

### **INSTRUCTIONAL DESIGN SUPERVISOR, ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CALIFORNIA, NOVEMBER 2004 – JULY 2008**

Instructional Design team leader for Academy of Art University's Cybercampus. Lead team of six instructional designers, overseeing all of their project management and course development outcomes. Trained new employees in project management, communication skills, and workflow procedures. Spearheaded the development and implementation of a plan to migrate course materials from one learning management system to another. Led a team of editors and designers to develop style guidelines and course templates. Interviewed candidates for several design positions and participated in the hiring decision process. Maintained communications between Cybercampus directors and instructional designers. Collaborated with other team leaders to develop artistic direction, consistency, and guidelines. Developed new policies and procedures. Worked closely with instructors and content editors to create online courses in various fields, including Illustration, Fashion Design, Interior Architecture & Design, Advertising, Graphic Design, and the Computer Arts. Managed individual course projects from conceptual stage to upload of the final course material.

*Job responsibilities included:* team development, policy evolution and implementation, project management, training, art direction, layout, design, production, designing and maintaining web pages in HTML and CSS, writing Flash action script to create interactive presentations, Photoshop editing, proofreading..

### **MAC SPECIALIST, THEATER PRESENTER, APPLE COMPUTER, INC., CUPERTINO, CALIFORNIA, SEPTEMBER 2001 – NOVEMBER 2005**

Multimedia presenter and Mac Specialist for Apple Computer's retail initiative. Collaborated with Theater Coordinator and store management to present lively, interactive training workshops and product presentations at the Palo Alto location on several applications, including iTunes, iPhoto, iMovie, iDVD, Garageband, .Mac, OS X (Jaguar, Panther, and Tiger), iChat, and the iPod music player. Presented multimedia slide shows using Apple's Keynote software to support workshop content, and delivered presentations at the in-store theater to a variety of audiences, helping to introduce Apple's products while effectively educating and entertaining customers. In addition, consulted with customers needing advanced music and video hardware and software, and created expert solutions for their small businesses.

*Job responsibilities included:* workshop content delivery, multimedia presentation, customer consulting, relations, and solutions.

### **GRAPHIC DESIGNER, CALPINE CORPORATION, SAN JOSE, CALIFORNIA, JULY 2001 – NOVEMBER 2004**

In-house graphic designer for Calpine, the largest independent power production company in the U.S. Worked closely with marketing and management to create concepts and print graphic designs for pamphlets, binder covers, newsletters, advertisements, logos, signs, event flyers, training course leaflets, etc. while maintaining a high creative level within the company corporate identity and branding standards. In addition to print, designed PowerPoint and Flash presentations for various departments, including: investor relations, public relations, finance, administrative services, and executive management as well as maintaining intranet web pages for various departments.

*Job responsibilities included:* concept, layout, design, production, designing and maintaining intranet web pages, writing Flash action scripts and user interface, Photoshop retouching, proofreading, print management, budget management.

### **CONSULTANT, WEB/FLASH DESIGNER, WEST WEB ONE NETWORK, PHILADELPHIA, PENNSYLVANIA, AUGUST 1999 – SEPTEMBER 2003**

Coordinated and managed web projects as a member of the West Web One Network, a group of design consultants based in the Philadelphia, PA area. Conferred with small business owners to develop a powerful web presence for their products and services, developing visual concepts, copy writing and editing, HTML, CSS, JavaScript, and Flash Action Script programming, photo manipulation and editing, logo design, and animation.

*Job responsibilities included:* project management, coordinating the creation and maintenance of sites from start to finish, customer relations, consultant relations, design concept and creation, Flash animation, Action Script and JavaScript programming, HTML coding, budget management.

## Education

Bachelor of Arts (BA) from La Salle University, Philadelphia, Pennsylvania

## Skills

- Expert-level on Macintosh systems
- Experience with the following programs: Photoshop, Illustrator, DreamWeaver, Flash, PowerPoint, Keynote, Excel, Word, Final Cut, Cubase, Logic
- Working knowledge of Windows platforms (95, 98, NT, 2000, XP, Vista)
- HTML, CSS, JavaScript, PHP, and Action Script, as well as WordPress