

Joe Cieplinski

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Experience

CREATIVE DIRECTOR, BOMBING BRAIN INTERACTIVE, JULY 2010 – PRESENT

Lead Graphic design and User Interface/Experience design for Bombing Brain Interactive. Drove visual design for several iOS applications, including Teleprompt+, Spooky Playtime, and Christmas Playtime. Contributed to application design and overall application flow. Created and maintained company web site, including all graphic design, html/css/javascript, and maintenance.

Job responsibilities included: art direction, product management, consultation, web site management, creative problem-solving.

CREATIVE DIRECTOR, ON24, SAN FRANCISCO, CALIFORNIA, OCTOBER 2010 – PRESENT

Creative Services and Solutions Director for ON24. Drove design team to keep ON24 on the cutting edge of emerging trends in Virtual Events and Webcasting. Directed creative projects from inception to completion. Met the creative and custom service needs of internal departments, from Marketing, to Engineering, to Sales, to Professional Services. Trained new staff and developed training materials for future hires. Worked directly with clients and Account Managers to provide the best possible customer service.

Job responsibilities included: team direction, process development, art direction, creative problem-solving, budget management.

CREATIVE SERVICES MANAGER, ON24, SAN FRANCISCO, CALIFORNIA, JULY 2008 – OCTOBER 2010

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. 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. Trained new contract and part-time employees in best practices and systems.

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 AAU Cybercampus. Led team of six instructional designers. Trained new employees in project management, communication skills, and workflow. Spearheaded 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. 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.

Job responsibilities included: team development, policy evolution and implementation, project management, training, art direction, layout, design, production, editing, proofreading..

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

Multimedia presenter and Mac Specialist for Apple Computer Retail Division. Collaborated with store management to present interactive training workshops and product presentations on several applications, including iTunes, iPhoto, iMovie, iDVD, Garageband, .Mac, OS X, iChat, and the iPod. Presented slide shows using Apple's Keynote software to support workshop content.

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

Education

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

Skills

- People-focused team direction, leadership, and training
- Excellent Client-facing communication skills and creative problem solving skills
- User Interface and Experience design for mobile platforms, including iOS
- Experience with: Photoshop, Illustrator, DreamWeaver, PowerPoint, Keynote, Final Cut, Logic Studio, Cheetah 3D
- HTML, CSS, JavaScript, WordPress