

RON COALSON  
Philadelphia, pa  
roncoalson.com  
347.414.4403  
hello@roncoalson.com

## Objective

Secure a position as a Creative Director where I can facilitate the direction of outstanding creative.

## Education

2004 - 2006: Parsons School of Design, New York, NY - MFA, Design and Technology

1996 - 2000: University of the Arts, Philadelphia, PA - BFA, Photography

## Skills

Adobe Creative Suite

Macromedia Studio 8, FlashCast, Flashlite 1 & 2,

Apple: Final Cut Pro

Technical: Actionscript 1, 2, Flash Communication Server, CSS, HTML, DHTML, Javascript, AJAX, XML,  
C, C++, PHP, MYSQL, API Web Services, HitBox, DART

## Work history

### VML 2007 - Present

Senior Interactive Art Director

- Oversee all designers and developers and aspects of projects from conception to completion.
- Developed creative and innovative solutions
- Clients: Adidas, ESPN, Burger King, Xerox

### MTVN / Viacom: 2006 - 2007

Product Developer

- Managed accounts and special projects
- Design and Develop multiple mobile and wireless application
- Oversaw all stages of design process
- Create wireframes for user experience
- Clients: MTV, Spike TV, Comedy Central, Logo, VH1

### Ultra 16: 2005 - 2006

Art Director / Interactive Designer / Coder / Producer

- Managed accounts and special projects

Coordinated all aspects of the web and print, from marketing concept through successful page migration

- Oversaw all stages of design and development process
- Clients: Fox Networks, ABC

### **QVC: 2001 - 2004**

Interactive Designer

- Design and maintain homepage and Brand shops on QVC.com
- Design and conceptualize email campaign.
- Collaborated with merchants, online producers and broadcast producers to ensure successful promotions

### **Ron Coalson Interactive Design: 2000 - Present**

Art Director / Web Designer / Coder / Producer

Client List: Ultra16.com, Fox Networks, ABC Networks, Dia Art Foundation, True North Design Firm, Domsy & Simon Advertising, Livewire Records, Geiger, Philly Race for the Cure, Legal Search Online

### **Teaching**

The New School a University: 2005 - Present

Instructor for Technical Workshop for Core 2:Time-Based Media

Workshop provides technical support in conjunction with time-based media studio. Subject matter covered:

- Industry standard Post-production techniques in the field of Digital-Video shooting
- Editing
- Motion Graphics
- Sound Design.