

ron coalson
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roncoalson.com
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Objective

Secure a position as Associate Creative Director where I can facilitate the direction of outstanding creative, guide and mentor others with in our field. While, working with non-designers to understand the creative process in order, to produce the highest quality product utilizing my skills and experience.

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

- Managing national accounts and special projects
- Interact with all aspects of the web, from marketing concept through successful page migration.
- 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.