# Sean Conrad

Senior Interactive Art Director
Greater, DC, USA

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**With over a decade of experience as an Art Director, I am involved with each stage of the creative process; working closely with the client and other team members to create a unique, and award-winning experiences.**

**I am self-taught, and love to learn from collaborative teams and creative environments. To see most of my work, I encourage you to visit my online portfolio: http://www.placidminds.com**

## EXPERIENCE

**Greater, DC, USA**
Jan 2010

### HZDG
Senior Interactive Art Director

For over 4 years I have worked to maintain a set of strict visual standards for Volkswagen of America's online presence. Using this clear attention to detail, I have created an agency wide set of guidelines for handling assets and efficiently delivering files to programmers inside and outside the agency.

• Senior Interactive lead for Volkswagen of America.
• Art director and design lead of Internet/Intranet for: HHS, NIH, U.S. Food and Drug Administration (FDA), National Science Foundation (NSF), National Cancer Institute (NCI), Substance Abuse and Mental Health Services Administration (SAMHSA), and Stop Medicare Fraud.
• Art Director or designer for: King Arthur Flour, Army/Navy Game, NRA, Turbana, Mayorga Coffee and more.

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**Greater, DC, USA**
Dec 1997

### Placid Minds
Creative Director / Owner

For over a decade I've provided design direction to clients such as: Warner Bros. Pictures, Warner Bros. Records, Atlantic Records, Billboard award-winning artist Dishwalla, Coca Cola and more.

• Art Director/Lead Designer for Warner Bros. International films: Firewall, The Good German, 300, Beowulf, Harry Potter, Lady in the Water.
• Creative Director for Dishwalla, consisting of: 2nd, 3rd, and 4th generation websites, 6-panel design for national release of self-titled album, and increased site traffic by 188%.
• Art Director and UI design for Sherlock Holmes experience site.
• Art Director for Warner Bros. Records sites: Chris Isaak, Jessica Harp, Inglorious Basterds.

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**Arlington, VA, USA**
Oct 2009 – Dec 2009

### Sapient Nitro
Sr. Art Director (Contractor)

Our overall creative efforts led to vast improvements to the UI and content design of The Washington Post Online. I worked closely with the client to write creative documentation to support our overall design campaign, and a comprehensive set of design recommendations.

• Made recommendations for overall improvements to UI & site design for Washington Post.
• Working as a team, we analyzed personas and key data to establish a hierarchy of content.
• Wrote Creative Brief to outline our findings, and establish a voice to our creative goals.

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**Irvine, CA, USA**
Mar 2008 – Oct 2009

### Ink
Senior Art Director

Worked closely on a digital team to successfully pitch new business to Legendary Pictures and help launch their rapidly growing catalog of films.

• Successfully launched a comprehensive, interactive experience for Legendary Pictures.
• Led creative efforts to redesign the UI for Directv

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**CA, USA**
Dec 2006 – Sep 2008

## projectc
Art Director

While working with Project C I was a member of a highly talented creative team that worked on a constant flow of award-winning film sites.

• Art Director/Designer for the following film sites: A Mighty Heart, Changeling, Iron Man, American Gangster, Wanted, The Bourne Ultimatum, Gone Baby Gone, and The Kingdom.

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**Hollywood, CA, USA**
Dec 2005 – May 2007

## Cimarron Group
Senior Art Director

• Art Director for multiple international film site campaigns: Firewall, 300, The Good German, Lady in the Water
• Art Director for MGM Grand (Cirque Du Soleil) 'KA'

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**Arlington, VA, USA**
Sep 2004 – Aug 2009

## Arnold Worldwide
Interactive Designer / Digital Art Director

Working on a close-nit team I helped design the award-winning launch of VW.com in 2005 and Art Directed the creative process, including a photo shoot for Choice Hotels International in 2009.

• Designed many aspects of the VW.com redesign; including promotional micro sites and UI.
• Worked closely with a team to write and design a series of online spots for Sleep Inn.
• Art Directed an online and offline sweepstakes campaign in partnership with Rachel Ray.

## AWARDS

Aug 2008

### The FWA - Favorite Website Awards
FWA Site of the Day: Wanted

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Aug 2007

### The FWA - Favorite Website Awards
FWA Site of the Day: Wanted

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Sep 2008

### Webby Awards
2008 Webby Honoree: WANTED

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Aug 2008

### Webby Awards
2008 Key Art Nominee: The Bourne Ultimatum

## SKILLS

Art Direction, Creative Direction, Digital Photography, Digital Strategy, Federal Government, Hospitality, Information Architecture, Interaction Design, Interactive Design, Intranet, Project Lead, Theatrical Film Sites, UI Design, Web Design, Wire Frames