

# Jake Louderback Design

visual communications: ID - 4D

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RESUME

## GOAL

As a designer and art director I worked for years submerged in the details and production of visual brand development in both the print and interactive media. As a creative director I've had the chance to take this foundation and expand on my ideas and strategies for successful brand development for a wide array of companies and corporations.

I'm looking for an opportunity to help build and lead a team toward the development of engaging visual communications that not only help support business goals and initiatives but create innovative marketing, advertising and branding strategies that push beyond the expected.

## EDUCATION

Graphic Design:  
California College of Arts and Crafts: 1990-92

English:  
University of California Santa Barbara: 1985-89

## COMPUTER SKILLS

Proficient:  
Adobe CS2 Suite: PhotoShop, Illustrator, Image Ready, InDesign; Flash, Fireworks, Quark Express and MS Office Suite, Windows/MAC OS

Working Knowledge:  
Flash (action scripting), Dreamweaver, Captivate, Director, HTML, CSS, Java Script, AJAX and XML

NOTES: DATE: / /

## WORK

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06  
07 Freelance; partial client list:
  - Young & Rubicam- Flash Design: ad banners (Palm, AMD, etc.)
  - Autodesk- Software Design: Autocad
  - Modem Media- Flash Design: ad banners (Wyeth Consumer Healthcare)
  - Agency.com- Flash Design: VISA capabilities presentation
  - Freestyle Interactive- Designer: Burton.com
  - B.A.R.C. Communications- Flash Design: Hewlett-Packard media presentation
  - Allen Interactions- CD/Flash Design: Apple, etc. E\*Learning courses
  
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04  
05 Convergys Corporation {E\*Learning}– Creative Director  
In charge of creative strategy and development for an international client base that generated annual revenues over 2.3 million dollars. Clients included Xerox, Federal Express, and Sprint. Introduced usability standards and focus on user centered design. Lead creative and production teams of both domestically and internationally dispersed work forces. Guided and participated in creative processes from initial concept development, through design, learning strategy, information architecture, usability studies and technical development.
  
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05 Academy of Art University– Instructor  
Taught courses that in graphic design, identity principles and marketing strategies as they relate to both traditional and emerging technologies.
  
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04 Jake Louderback Design– Owner/Freelance; partial client list:
  - Sterling Cross Creative– Designer/Brand Consultant  
Collaborated with team of designers to provide clients of premier vineyards such as Robert Mondavi, Beaulieu Vineyards and Woodbridge with strategic brand consulting and product analysis. Designed collateral print materials and food packaging focused primarily on the wine industries of Napa Valley.
  - Stone Yamashita Partners– Contract Designer/Media Strategist  
Worked with groups of marketing and brand consultants to create brand strategies and materials for a variety of Corporations including E\*Bay, Hewlett-Packard and the Gap. Conducted research analysis and developed brand initiatives.
  - Apple Computer– Contract Art Director/Consultant  
Collaborated with creative teams to design and produce a wide array of both digital and physical brand products and collateral. Developed creative ideas for extending visual expressions of the Apple brand in focused and consistent strategies. Worked to develop Green Apple program.
  - Metropolitan Non-Profit Association ID: Metro Voices/Metro Choices
  - Litquake (SF Literary Festival) CD/Design/Media Strategy: Litquake.org
  - Quality Ads– CD/Design: Ad Campaigns for Ex'pressions College
  - Level 8 (Event Production) CD/ID/Flash Design: Experiencerunningproject.com
  
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97  
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01 Agency.com: Art Director  
Lead creative teams that included writers, information architects, designers and programmers. Guided and participated in creative processes from initial concept development, ensuring that deadlines are met and quality maintained. Acted as creative liaison with clients, presenting work and providing identity consulting. Created project plans and design documentation (web style guides, information architecture specs, wire-frames, design specs, etc.). Participated in rapid development process. Clients included Peete's Coffee, Toyota, Visa, Quantum Corporation and Pacific Gas and Electric. Acted as creative liaison with clients, presenting work and providing identity consulting.
  
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95  
97 Aerial {Visual Identity Design}: Designer  
Worked with creative teams to explore visual identities. Designed collateral materials: annual reports, invitations, promotional material, etc. Created intricate manual comps. Clients included Duty Free Shops and Datascope Pharmaceuticals.