

EXPERIENCE

CREATIVE, DESIGN AND STRATEGY CONSULTING

September 2018—present

Currently designing and executing a full redesign and rebrand for an architecture firm: Identity discovery process, corporate identity & rebrand, brand & campaign strategies, web/seo/social strategies and site redesign. I am also working with a \$6.4B global leader in multi-family real estate management software on brand strategy, a redesign and rebrand.

In my spare time, I am writing two books based on a process of identity discovery I've been developing over the years. The process is an amalgam of bits and pieces I picked up as well as my own inputs and gets to the core of one's actual and true identity (whether corporate or individual). I uncover needs, wants, values, struggles and perceptions moving to understanding your Why, How and What, culminating with an authentic, emotion-fueled and rallying mission statement...followed by a plan to incorporate and evolve into these new-found discoveries.

What if a company fundamentally understood who they were and why they do what they do? And what if you filled that company with individuals who truly understand who they are and why they do what they do? And what if you consistently had clear, decisive, actionable briefs laying the foundation for great ideas to develop? Sounds to me like a company I'd like to work for, collaborating with people I'd like to work with, designing solutions we can all be proud of.

ROSETTA / SAPIENTRAZORFISH (NOW PUBLICIS SAPIENT)

Creative & Design Director, Group Creative Director

January 2014—September 2018

As a Creative and Group Creative Director at Rosetta and SapientRazorfish, I worked with clients in a variety of capacities and verticals. From a Creative perspective, I led teams to solve complex brand, communication and messaging quandaries with solutions that were both appropriate and authentic. From a Design perspective, the drive was to create outstanding visual design systems with clean, cohesive and contemporary aesthetics. From a client perspective, I fostered and maintained great working relationships with my counterpart client Creative Directors and UX directors as well as working directly with client CMOs.

From persona and journey work culminating in the redesign of KitchdAid.com to AOR/360-type relationships with Hickory Farms and Zales, beautiful app design executions for AT&T Digital Life and R & Co to massive B2B ecommerce solutions for Entegris, Parker and School Specialty, my background, experience, talent and abilities consistently allow me to successfully meet and exceed all these, and other, challenges.

Along with co-leading the design discipline, I was a mentor and career advisor to designers of varying levels, UX-ers and copywriters offering guidance and insight.

CLIENTS: KitchenAid, AT&T, Zales, Hickory Farms, Entegris, Marriott, Whirlpool, Ingersol Rand; Trane & American Standard Air, School Specialty, Parker, Cetera & Brown Bothers Herriman.



I play two Japanese-built Ibanez's and an American-made 12-string Yamaha

ARENA INTERACTIVE

*Principle & Creative Director
January 2002–December 2013*

Arena Interactive was a multi-disciplined visual & information design shop entrenched in online & interactive media design, print & environment design and corporate identity. Arena was a company I owned and operated for 11 years.

The projects and the executions were as varied as the client list: strategy, digital, interactive, corporate identity, branding, print, video, social, vehicle wraps, convention/trade show booths... You name it, we did it.

CLIENTS : *Time Warner, AOL Europe, SmithsonianStore, Smithsonian magazine, Sanofi Pasteur, The University of the Arts, plus dozens of small businesses from environmental companies to photographers.*

A BASIC STUDIO

*Co-founder
February 2008–April 2009*

Simply put, Basic was an art and design co-op. It was about getting back to what really matters—great design by talented, smart designers. We created a thriving collaborative environment where all had equally vested interests, motivations and passions. There’s no fluff, no fast-talking marketing jargon, no over-promising...no hassles. We founded this design co-op because we feel it’s time we went back to our fundamental roots...back to basics as it were.

NPM

*Creative Director
April 2007–February 2008*

As the Creative Director and leader of the Design and UX disciplines, I was tasked with elevating the base-standard and overall execution of visual design and helped to define and refine all processes involved in creating and executing viable and appropriate interactive solutions.

CLIENTS : *Conagra (Wesson, Parkay, Fleischmann’s, Act II, Orville Reddenbacher, Beenee Weenee), David Cutler, Lloyd Pans, Niki by Niki Livas, Alfred Angelo*

THE UNIVERSITY OF THE ARTS

*Guest instructor, guest critic, mentor
Fall Semester 2005 + multiple guest critic appearances critiquing senior-level design systems and senior degree projects*

Co-instructed Advanced Digital Media with Associate Professor Joe Rapone. The course focused on expanding visual design and usability principles for web and interactive projects. The emphasis, however, was in constructing abstract and experimental UI’s atop fundamentally sound information architecture driven to push boundaries.



I used to race motocross when I was young and invincible. No longer invincible, I now ride a custom 2000 Kawasaki Vulcan 800 Classic.

R/GA, NY

*Senior Designer, Art Director
October 1999—February 2002*

My primary responsibility at R/GA was to lead the 9 to 24 person IBM design team. Along with multiple redesigns of the global ibm.com were approximately 35 sections within it—ThinkPad, NetVista, ShopIBM, eServer, Pervasive Computing, Home/Home Office, Small Business, NetGen, Next Generation Internet and a host of others. Along with an internet style guide larger than most companies websites, I created and presented two comprehensive theoretical visual investigations into what IBM could be, led the redesigns of multiple intranets, wrote the global web and interactive standards as well as IBM's global co-branding guidelines.

Beyond IBM, I led multiple design teams primarily focused on website redesign for other Fortune 100, global clients.

CLIENTS : *IBM, Time Warner, Ericsson, Ian Schrager Hotels, Zenith, Boeing, SharperImage, HotTopic, Citi Bank, Activision, O2Simplify, Bed Bath & Beyond, Rockefeller Center-East, About.com and Disney.*

EARLY DESIGN EXPERIENCE

*Junior Designer, Designer, Senior Designer
1995-1999*

- Mayer & Myers Design
- Electronic Ink.
- William Longhauser Design
- University of the Arts
- Lawrence Bach Design

Corporate identity and print—full identity systems, catalogs, brochures, folders, posters and signage. Clients included The University of Pennsylvania Law School, ILE (Institute for Law and Economics—a thinktank comprised of UPenn Law + Wharton, Yale, Harvard, Columbia and Bard professors and professional alumni), University of the Arts, Drexel University, Hahnemann University, Jamie Rothstein.

Windows applications, interactive media and web development. Clients included Merck, Meryl Lynch, PACE Health Systems, IBM UK, Thomas Jefferson University Hospital and others.

REFERENCES

I can quickly provide a mix of client and colleague references upon request.



Started skiing when I was 4, racing when I was 7, teaching when I was 14 and became a PSIA-East Certified ski instructor at 19.

EDUCATION

BFA, GRAPHIC DESIGN . THE UNIVERSITY OF THE ARTS . PHILADELPHIA, PA

AWARDS

FEATURED IN THE BOOK, MAKING AND BREAKING THE GRID

- *Jamie Rothstein stationery system/identity*
- *The University of the Arts Student Handbook/Calendar*

MULTIPLE WEB AND INTERACTIVE AWARDS

- *IBM.com, v.11*
Approximately 25 web and interactive awards including the only perfect 40 out of 40 score from AdvertisingAge BtoB
- *IBM Pervasive Computing*
4 web and interactive awards including a Silver medal from Business Week
- *IBM Next Generation Internet*
6 web and interactive awards including a Bronze medal from Business Week and a Gold from adweek
- *IBM.com, v.10*
Approximately 12 web and interactive awards

AMERICAN CENTER FOR DESIGN 100 SHOW

- *Mayer & Myers Holiday Card*

HOW MAGAZINE INTERNATIONAL ANNUAL OF DESIGN

- *Jamie Rothstein stationery system/identity*

FEATURED IN THE BOOK, AMERICAN CORPORATE IDENTITY #14

- *Jamie Rothstein stationery system/identity*

ART DIRECTOR'S CLUB OF PHILADELPHIA

- *University of Pennsylvania Law School Journal*
- *Jamie Rothstein stationery system/identity*
- *Mayer & Myers Holiday Card*

FEATURED IN THE BOOK, TYPOGRAPHICS 3

- *Mayer & Myers Holiday Card*

PRINT MAGAZINE REGIONAL DESIGN ANNUAL

- *The University of the Arts Student Handbook/Calendar*



That's Mischa—a 4 1/2 pound, Long Hair Chihuahua / Papillon mix.