



# DAVE RIENSCHÉ

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## EXPERIENCE

### 2010 to Present / 2008 to 2010

#### Creative Director / Art Director, FGI, Kirkland, WA

Lead collaborative meetings with clients to determine online creative strategy.  
Create user paths and information architecture of online applications/websites through sitemaps and wireframe prototypes.  
Create and develop concepts for websites based on client strategy meetings and creative brief.  
Develop color palettes, graphical elements, and overall creative direction of websites.  
Develop style and functionality of user interface.  
Lead concept review meetings with clients.  
Art direct Graphic Designers and Flash Developers once creative direction has been established.

### 2006 to 2008

#### Co-Owner, RED Creative Group, Seattle, WA

Collaborated with clients to determine print and interactive strategies.  
Developed site maps and information architecture.  
Art directed and designed: logos, print collateral, websites, and motion graphics.  
Programmed XHTML and CSS driven websites and integrated into a Content Management System.  
Managed Projects from start to finish.

### 2005 to 2006

#### Department Leader, Graphic Design & Illustration, British Higher School of Art and Design, Moscow, Russia

Managed GD & I Degree Program and Instructors.  
Instructed Graphic Design and Illustration modules, wrote Creative Briefs for assignments, lead classrooms through critiques, assessed student work.  
Liaison between Moscow and parent institution, University of Hertfordshire, London, UK.

### 2003 to 2005

#### Freelance Graphic Designer/Illustrator, Self-employed, Seattle, Los Angeles, Russia

Projects include:  
Motion Graphics for The Family Guy - MTV Music Awards two-minute animation.  
Motion Graphics for American Dad concept pitch to FOX.  
DVD Interface and supporting Poster Graphics for U.S. Marine Corps internal anti-drug campaign.  
Storyboarding for feature movie Cry Wolf.

### 2001 to 2003

#### Graphic Designer, Conferences and Professional Programs, Pullman, WA

Created brochures and tradeshow materials for conferences and events.  
Designed and managed company web site.

### 1999 to 2001

#### Graphic Designer, Apex Learning, Bellevue, WA

Created collateral materials for Marketing Department.  
Designed/managed projects from conception through production.

### 1999

#### Graphic Designer & Production Coordinator, TDI, Seattle, WA

Managed print production of projects for third-party design firms.  
Created materials promoting firm's services, events and local sales market.

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## SKILLS

Adobe Creative Suite (Illustrator, InDesign, Dreamweaver, After Effects, Photoshop, Fireworks), QuarkXPress, Final Cut Pro, DVD Studio Pro, XHTML, CSS, Mac and PC

## EDUCATION

Washington State University, Pullman, WA  
Bachelor of Arts in Fine Arts, Magna Cum Laude, 2003

The Art Institute of Seattle, Seattle, WA  
Associate of Applied Arts Degree in Visual Communications, 1999

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