

# Glenn H. Mason

Experienced Creative Professional

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## SUMMARY

A passionate creative design professional with lifetime experience in various facets of art and design encompassing print, web and traditional media including:

- » Logos / Branding
  - » Web and Intranet Site Design
  - » Illustration
  - » Sketch/Hand Drawing
  - » Packaging Design
  - » Print and Online Advertising / Marketing Materials
  - » User Interface Design
  - » Art Direction
  - » iPhone Application Design
  - » Flash Interactive Design/Animation
  - » Website Development (HTML, CSS, PHP, Javascript)
  - » 3D / Virtual Modeling
  - » Photography
  - » Point-of-Sale Display
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## EXPERIENCE

### Information Security Media Group, Corp. Princeton, NJ - 2/2007 – present

Art Director/Senior Designer

- » Lead corporate branding initiatives
- » Provide art direction to design staff
- » Work directly with the VP of Marketing on online advertising initiatives
- » Creation and art direction of online advertising including banner ads
- » Design all ISMG online media properties
- » Design online publications around editorial content
- » Create unique designs using industry standard applications and code (Photoshop, Illustrator, HTML, CSS, etc.)
- » Create imagery and illustrations for editorial content
- » Manage various aspects of email marketing including design and distribution to over 150,000 subscribers

### Selected accomplishments:

- » Created and implemented design processes and procedures to establish a standard methodology
- » Designed corporate logo, branding & identity and established a consistent branding scheme
- » Redesigned flagship media property which resulted in increased usability and website traffic
- » Lead the implementation of an email marketing system for e-newsletter distribution

### EIGHT Creative, LLC - Somerset, NJ - 5/1998 - present

President/Freelance Designer

- » Provide logos, branding and website design services for various professional recording artists
- » Design artwork for merchandise including posters, clothing and album art
- » Design graphics for iPhone application catering to exclusive Harbour Island, Bahamas residents/vacationers
- » Design websites and graphics for businesses and individuals nationwide
- » Design and paint original murals in residences and businesses

### Selected accomplishments:

- » Complete rebranding for platinum-selling rock band WARRANT, including logo, album artwork, and merchandise design
- » 2006 Fossil Tinspiration Tin Design Contest – “Top Tin” Grand Prize Winner
- » Artwork published internationally
- » Created Flash-based product demonstrations for large electronic toy manufacturer Vtech
- » Designed product graphics for large California-based toy company, working directly with the Senior Product Designer

**CAG Design Studio, Inc. Hackettstown, NJ - 6/2004 – 1/2007**

Senior Graphic Designer/Web Designer

- » Took part in, and often led, collaborative design conceptualization and brainstorming
- » Created designs for branding and identity initiatives
- » Created packaging graphics for consumer goods (snack foods, consumer products)
- » Created realistic product illustrations using 3D modeling/rendering software
- » Created point-of-sale display graphics

**Selected accomplishments:**

- » Created new, unique packaging graphics and branding for various clients including Masterfoods USA, PNY Technologies, and Philips Lighting
- » Sole web designer for agency - created corporate website that is still in use
- » Created websites for various snack foods brands such as Dove Bar and Kudos
- » Still regularly contacted for freelance work

**Entology, Inc. – Bedminster, NJ - 7/1999 – 4/2004**

Manager, Creative Design

- » Created graphical content for Internet and Intranet websites and web-based software applications for Fortune 500 and Global 1000 companies
- » Provided usability analysis to GUI design
- » Worked directly with software developers to solve design problems
- » Managed a team of 4 designers

**Selected accomplishments:**

- » Developed and implemented a standardized design methodology
- » Pioneered the development of an in-house design department
- » Grew Creative Design department by 300% over a 2-year period creating an added service offering for the company
- » Maintained optimum resource utilization and consistent delivery schedules through efficient project management

**KID Designs / SDI Technologies – Rahway, NJ - 6/1997 – 7/1999**

Graphic Designer

- » Created packaging designs for consumer electronic products and children's toys
- » Created print advertising, collateral, sell sheets & catalog advertisements
- » Designed trade show booth graphics as well as chose materials for construction of displays
- » Designed graphics applied to licensed products
- » Worked with companies including Hasbro, Mattel, Fisher-Price, Major League Baseball, the National Football League, Timex and Zenith on licensed products

**EDUCATION****Montclair State University – Upper Montclair, NJ**

BA Fine Arts with concentration in Graphic Design and Illustration

- » Numerous scholastic and local art awards
- » Artwork featured in local galleries

**School of Visual Arts – New York, NY**

Certification in Communication Design/Computer Graphics

(for credit toward undergraduate degree at MSU)

**Certified Adobe Photoshop Professional (since 2006)**

**SOFTWARE PROFICIENCIES**

- » Expert proficiency with Adobe Creative Suite including Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks & Acrobat
- » HTML, CSS, JavaScript & PHP implementation
- » 3D Modeling/rendering software: Carrara, Hexagon, Bryce, and some Solidworks experience
- » Quark Express
- » Pro Tools, GarageBand, various other audio production/processing applications
- » Video editing experience - Adobe Premiere, Final Cut Pro, After Effects
- » Expert Macintosh Power User
- » Adobe Captivate (e-Learning course development)

**Portfolio Samples:**

<http://ghmason.carbonmade.com/>

Additional portfolio samples/URLs upon request