

andi plantenberg

Creative Direction
United States

View the full portfolio at <http://www.thecreativefinder.com/andisf>

Professional Experience and Curriculum Vitae

I am a down-to-earth creative. I run Singlebound Creative, a digital agency in San Francisco. I also take creative projects on the side.

My path as a creative started in Silicon Valley. I migrated from the print world to web when the internet was in its very early stages, initially with O'Reilly & Associates' Global Network Navigator (GNN – creator of the banner ad). I've been client-side CD as well as on the agency side. I've been CD at Singlebound Creative for over 10 yrs.

Previous Clientele

Clients include Gymboree, Sierra Club, Autodesk, Genentech, The Nature Conservancy, Men's Wearhouse, Bloomsbury Publishing and a host of valley b2b names.

Awards and Accolades

QUALIFICATIONS

14+ Years In Digital Design & Interactive
12+ Years Director Level Positions
9+ Years Creative Agency Principal
Proven Track Record of Impactful Creative
Engaging & Effective Leader
Devoted Team Player

EXPERIENCE

Singlebound Creative
Principal / Creative Director
2001 to Present

- Founded independent digital creative agency
- Grew company from 2 individuals to a 12 person million dollar agency
- Accounts include Autodesk, Men's Wearhouse, Abbot Labs, Gymboree, The Nature Conservancy and FOX

Tech TV, San Francisco, California
Director / Online Design
1999 to 2000

- 24-hour cable channel broadcast in 70 countries
- Responsible for the design of all the network's 41 TV show's web properties
- Cutting-edge integration of digital video into web interfaces

Investools, Redwood City, California

1996 to 1999

15b Lloyd Road Singapore 239098 (co. reg. 201004398N)

Creative Director / Member of Start Team

helpdesk 656.227.2902, fax 656.227.0213

- Established the brand for what became a 300-million dollar public company
- Led all design, usability and front-end implementation of groundbreaking analytics

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