

# Shane Fleming

Art Direction  
United States

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

## Professional Experience and Curriculum Vitae

I'm an accomplished Creative Director, Art Director, and Designer.  
I have over ten years of integrated advertising and design experience.  
And an exhaustive understanding of digital solutions and tactics.  
I'm a strategic thinker, a pragmatist, and a solver of problems.

### Skilset Overview:

Over ten years of Integrated Advertising experience, producing projects from concept to completion. Experienced in managing multiple priorities, and ability to think creatively against aggressive deadlines. Acute attention to detail. Team player with excellent time management skills and a strong work ethic.

A solid working knowledge of experience design, brand development, interactive and creative process. Experience developing, implementing and monitoring quality standards across all creative department artifacts and deliverables. Providing regular team leadership and constructive feedback on all accounts in the business unit.

Creative Direction, User Interface Design, Interaction Design, Visual Design, Prototyping and Development, User Experience, Multiplatform Thinking,

A thorough, professional-level knowledge of all the industry-standard software.  
Fluent in hand coding HTML, CSS, DHTML, and Actionscript 3.

## Previous Clientele

Nike, Converse, Nintendo, Levi's, MINI, Mercedes-Benz, Lexus, Toyota, Sprint, GE, Hewlett-Packard, Virgin Mobile, Yamaha, Capital One, ING Direct, Lucas Arts, Molson, Coca-Cola, Chevrolet, Sonic, Chanel, Specialized, Sun Microsystems, Yahoo!, Taco Bell.

## Awards and Accolades

Goodby, Silverstein & Partners, Senior Creative (Art)  
Currently at GS&P I have the pleasure of working for a variety of clients (HP, Chevrolet, Chanel, Sonic, Sprint and Specialized) and the even bigger pleasure of working directly with Rich Silverstein and Christian Haas (ECD & Associate Partner). I specifically provide digital expertise, and I regularly participate in new business pitches. Find a more detailed description of my capabilities below. [2009- Present]

### R/GA, Associate Creative Director

At R/GA I worked on two successful new business pitches; Mastercard and Taco Bell. I was able to learn from some big brains, working directly with Nick Law (CCO), Kris Kiger (SVP) and Mauro Cavelletti (ECD). I was also the West Coast creative representative for the creation of the B&N Nook eReader (providing creative guidance for backend/frontend development vendors). Along with helping to lead San Francisco's creative team, I taught the MAS Greenhouse Program (guiding 12-15 students, 6 weeks at a time through real R/GA projects). [2009]

### Goodby, Silverstein & Partners, Senior Creative (Art)

At GS&P I worked primarily on the Sprint and GE accounts as one of the (few) senior Interactive creatives. I was instrumental in establishing Sprint's online presence visually and enforcing the rollout and useage of it's newly developed brand. Most recently, I was the senior creative on the GE account, and played a key role in winning the business and maintaining it's success. [2007- 2009]

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