

# SKYE GIORDANO

DIGITAL CREATIVE DIRECTOR

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Hello, please allow me to tell you a little bit about myself:

I like to explore connections between creativity, technology, and behavior.

Having studied both graphic design and computer science, I started my career as a designer/developer. Over time, I increasingly worked on conceptual and strategic development for projects and campaigns while collaborating closely with others who would execute. Currently, I lead and manage the creative process for digital work at Cannonball Advertising in St. Louis. While I still actively tackle art direction and programming problems, my primary job is to find inventive ways to bring brand and business objectives to life in digital and to ensure the work's quality and delivery.

I work closely with the rest of the creative team to develop and present our strategic and creative approach for digital. I work with our developers to shepherd projects through the development cycle. And I work with our account team to scope, budget, and plan resources for projects.

I'm an optimist who sees possibility when others see obstacles. I believe that "the one who says it cannot be done should not interrupt the one who is doing it."

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## IN A NUTSHELL

Online and off, I read as much as possible. I follow a lot of RSS feeds and subscribe to all kinds of insightful, geeky, and hilarious #tweeters. I sketch things out visually. I wonder what the zig is to the expected zag. I look for diverse input and feedback. I've been using and teaching with a lot of software and languages since their early version numbers. I try to let myself fluidly move between intense focus and aimless wandering.

## MY CAREER PATH

**Cannonball Advertising** — Digital Creative Director — *Oct. 2007-Present*

- Conceive, develop, guide, create and present digital strategy and creative which lead to securing Digital Agency of Record status for clients such as Bud Light, Red Baron Pizza and Farmland Foods.
- Collaborate with analysts to interpret data derived from digital marketing activity to identify opportunities for increased efficiency and/or effectiveness for existing and future programs.
- Lead scoping, budgeting and presentation of digital proposals to executive business partners for hundreds of digital marketing initiatives.
- Scope, budget, and present digital proposals to win new business accounts .
- Oversee digital art direction and technical development to ensure visual integrity, user experience and application stability standards are met.
- Supervise social media creative development and community management culminating in increased reach and engagement metrics for multiple national brands.
- Collaborate with digital and account teams to develop a strategic point of view that will allow our clients to leverage digital marketing efforts to achieve brand and business goals.

**Washington University in St. Louis** — Adjunct Faculty (Interactive Design) — *Jan. 2006-Dec. 2009*

- Taught Digital and Motion Design classes to Juniors and Seniors enrolled in Communication Design program in Sam Fox School of Art.
- Topics included designing for the screen, elements of user experience, motion design, and an introduction to interactive development.

**Southern Illinois University Edwardsville** — Adjunct Faculty (Interactive Design) — *Jan. 2006-Dec. 2009*

- Taught web development processes, techniques, publishing and software to college seniors.

**Meramec Community College** — Adjunct Faculty (Interactive Design) — *Jan. 2006-Dec. 2009*

- Trained students in the basics of design, creation and publishing processes for creating websites.
- Instructed Mass Communication seniors on successful multimedia project planning.

**bigwidesky** — Interactive Creative Director — *Oct. 2006-Oct. 2007*

- Served as lead art director, technologist, developer and idea wrangler.

**Finespun Creative** — Owner/Principal — *Dec. 2005-Oct. 2007*

- As a freelancer, I was the chief art director, developer, project manager, and account executive on projects for Anheuser-Busch and leading St. Louis advertising agencies.

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## MY CAREER PATH (continued)

**Technisonic Studios** — Interactive Designer/Developer — *May 1999-Aug. 2005*

- Designed and developed interactive Web sites, CD-ROMs, touchscreen kiosks, and DVDs to enhance brand recognition and facilitate training for clients including MasterCard, Charter Communications, Anheuser Busch, Brown Shoe, the U.S. Department of Interior and Missouri Historical Society.
- Designed, budgeted, planned, programmed and managed interactive projects from start to finish.
- Developed web-based company asset manager enabling clients to remotely access produced media
- Administered company web sites and DNS.

**Newsbytes News Network** — Intern/Reporter/Web Designer — *May-Oct. 1997*

- Researched, wrote and reported on technology-related news for deadline-driven online news service. (since acquired by The Washington Post)
- Created and designed staff biographies and customer questionnaires for website.

## EDUCATION

**Drake University**

1999 Bachelor of Arts, Journalism and Electronic Media

## ON MY SCREEN

- Photoshop
- CSS/SASS
- Spotify
- Web Analytics
- Flash
- OOP
- Bash/SSH/SCP/Rsync/vim
- AWS
- Facebook/Facebook API
- PHP
- Chrome Web Inspector
- Sublime
- Feedly
- Final Cut Pro
- Indesign
- MVC
- Git/SVN
- NGINX
- Google/Google API
- C#/.NET
- Javascript
- After Effects
- HTML
- Illustrator
- Premiere
- RegEx
- Virtual Box
- Digital Video Encoding
- SQL
- Ruby/Rails

## FLATTERY

*"I can say with some authority (having been his supervisor, co-worker, and ultimately vendor over a number of years) that Skye is, without a doubt, the guy you want on your digital media team. He thinks strategically. He is comfortable making decisions. He has great creative instincts. He has boundless enthusiasm for technology. He is self-educating. He cares about quality. He's an effective communicator, and a great networker. He meets his deadlines (and knows how to set them). He's unafraid of getting his hands dirty in virtually any facet of the development process. He's loyal to his team, including his clients and vendors. Most importantly, he's a trustworthy friend to everybody who knows him."*

— **Abram Siemsen**, Interactive Strategist at Thoughtprocess Interactive

*"Skye is a brilliant guy who comes to every meeting with ideas and a point of view. He fully engages in every project and has the ability to scale his communication regarding digital development to the audience, be it a developer, layperson, colleague or client."*

— **Lara Reed**, Account Director at Deep Focus

*"Skye is magic in client meetings. His depth of knowledge on all things interactive is vast granted, but his ability to engage clients and make an honest effort to make them happy while still doing the right thing can cause the most uptight AE to shake her head in amazement. This guy can prep for a "sell" faster than anyone I've seen. His ability to quickly absorb new information surely fed his interactive obsession; his ability to explain and integrate that information is sure to continue to win him fans. Skye may not be the most vocal one in the room, but that's just because his brain works too fast for his lips. He's working on it."*

— **Lori Guffey**, Former Colleague