



JEFF MCALLISTER

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OVERVIEW

Senior level Art Director with over 9 years experience in the field. Solid conceptual art background as well as creative leadership, strategic concepting, visual, user interface and production design experience.

EXPERIENCE

neutheory

Creative Lead (December 1999 - Present)

Current freelance design alias, previously branded as Dig 4 Fire. Initial duties consisted of company branding, print, web design and development for a variety of local clients and agencies. Today, I'm responsible for direction of other designers and developers on a project per project basis to help with production once I've established the overall look and feel. Main duties include initial identity, creative direction, as well as meeting with clients on a regular basis.

T3 (The Think Tank)

Art Director (July 2003 – August 2009)

Designed interactive work in all mediums for clients such as Chase Bank, JCPenney, Valero, Nortel Networks, Spheris, I3 and MTV as well as help conceptualize and design for new business efforts for a variety of prospective new clients. Involved in writing and presenting strategies for upcoming campaigns and events. Ongoing responsibilities included mentoring other designers, maintaining consistency within specific company brand standards and presenting ideas both to internal groups as well as to clients.

ResCare Premier

Senior Web Designer/Developer (May 1999 – July 2003)

Responsible for online design, development and production for all eight divisions within the company. Projects ranged from complete websites, microsites, interactive headers and banners, HTML newsletters and print collateral. Specific roles include art direction, online identity, web development, Flash development, content management, logo design and print production.

KNOWLEDGE

Literate on both Mac and PC platforms as well as mastery of Adobe CS4 design applications. Basic HTML, CSS, and Flash abilities.

EDUCATION

Texas State University

Graduated with a Bachelor of Fine Arts (BFA) with specialization in digital media. Accepted into Fine Arts program based on portfolio review. Member of Deans list.

University of Houston

Studied in the College of Fine Arts. Accepted into advanced level classes based on portfolio review.