



# TERENCE CATINDIG

CREATIVE LEADER / ART DIRECTOR / SENIOR DESIGNER

[tercati.com](http://tercati.com) | [portfolio](#)

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Over 10 years of experience in graphic & interactive design that included hiring, developing and managing the creative team at the largest and most popular video game website in the world. Directed a broad range of creative across multiple mediums and platforms for gaming, entertainment and consumer brands as anchor pieces of \$500MM+ in ad revenue. Seeking an opportunity to not only showcase those skills and experiences, but to bring my brand of passion, leadership and enthusiasm to a new team.

## EXPERIENCE

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### FREELANCE DESIGNER/ ART DIRECTOR:

*Self Employed (Fremont/ San Francisco, CA), 2017 – present*

- Developed branding which included logo and collateral design for several clients - restaurant launches, sports bar remodels, corporate catering firms and mobile event DJs
- Rebranded and consulted on UI/ UX for mobile game startup
- Designed and animated high impact HTML5 rich media banners for video game studios and publishers
- Launched *tercatee*, a lifestyle t-shirt brand focused on Sports, Food, Pop Culture and Tech related designs

**SENIOR DIRECTOR, DESIGN + CREATIVE:** *Apr 2014 – Feb 2017*

**Director, Design + Creative:** *Aug 2010- Apr 2014*

**Art Director:** *Jul 2009 – Dec 2010*

**Design Strategist:** *Oct 2007 – Jul 2009*

**Senior Sales Designer:** *Oct 2006 – Oct 2007*

**Sales Designer:** *Jul 2005 – Oct 2006*

*IGN Entertainment (San Francisco, CA), 2005 – 2017*

- Managed operational budget and supervised up to 12 multi-disciplinary members of in-house sales design team
- From concept to production, art directed 10-15 campaigns per month that included rich media banners, sponsorship integration, branded content and/ or any combination of
- Increased efficiency and elevated output by improving process and restructuring team organization with introduction of project manager positions and specializing designer roles
- Collaborated with Sales, Product and Engineering teams to design and launch dozens of new custom ad products
- Designed and developed several sub-brands for flagship video series across IGN's internal, YouTube and Snapchat channels
- Raised quality and consistency of all B2B trade marketing and presentation material for sales teams across all verticals
- Created external facing IGN branded materials for large-scale editorial tentpoles and on-site activations at E3 & Comic-Con
- Led rich media advertising design at MySpace from 2006-2008

### WEB DESIGNER:

*The Wave Magazine (San Mateo/ San Jose, CA), 2002 – 2004*

- Led new web hosting and design business initiative
- Launched 3-4 websites per month as both designer/ developer and account/ project manager
- Educated and guided clients, many of whom were creating their brand and going online for the very first time

### SENIOR DESIGNER:

*Zing.com (San Francisco, CA), 1998 – 2000*

- Designed new logo and corporate identity when business evolved and rebranded as it headed toward IPO
- Produced all branded print material as most recognizable sponsor of 2000 Bay 2 Breakers marathon
- Designed and animated weekly content on the Zing Network

## SKILLS

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### CREATIVE:

- Art Direction
- Concepting & Ideation
- Logo design & Branding
- Web & Banner design
- UX/ UI
- Motion Graphics & Video Editing
- Presentation design

### SOFTWARE:

- Adobe Creative Suite
- MS Office
- Google Apps
- Windows /Mac OS

## EDUCATION

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- **GNOMON SCHOOL OF VISUAL EFFECTS**  
Motion Graphics
- **ACADEMY OF ART SF**  
3D Modeling/ Animation
- **UC DAVIS/ OHLONE COLLEGE**  
Biology
- **AMERICAN HIGH:**  
High School Diploma

## AWARDS

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- Awarded IGN's Inaugural Sabbatical program in 2011
- Earned Ziff Davis Annual Team Performance Award in 2014 & 2015

## INTERESTS

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- Typography
- Motion Graphics
- Cooking
- Food Photography
- Travel & Languages
- SciFi & Fantasy
- Automotive Tuning