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|  | **TERENCE** CATINDIG | **tercati.com | portfolio**  [**tercati782@gmail.com**](mailto:tercati782@gmail.com)  **(415) 298-6773** |
| **CREATIVE LEADER / ART DIRECTOR / SENIOR DESIGNER** |
| 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 +**  **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 +**  **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 +**   * **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 +**   * Awarded IGN’s Inaugural Sabbatical program in 2011 * Earned Ziff Davis Annual Team Performance Award in 2014 & 2015   **INTERESTS +**   * Typography * Motion Graphics * Cooking * Food Photography * Travel & Languages * SciFi & Fantasy * Automotive Tuning |