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|  | **TERENCE** CATINDIG | **tercati.com | portfolio****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
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|  **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
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