Richard Van Buren

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www.2C-Vision.com
512.426.8065

Summary:

Over twenty five years of professional experience in creative direction, design, and production of marketing and communications materials for print, internet, interactive multimedia, display, and video

Experience:

Motion Computing (2/05 - present)
Senior Manager, Creative Services (10/09 - present)
Manager, Web and Design (2/05 - 10/09)
Manage web presence and Marcom creative efforts for fast growing maker of Tablet (touch and pen-based) computer systems and peripherals

- Create, manage, and maintain worldwide web presence, partner portals, and micro-sites in 8 languages
- SEM & SEO: Manage/execute online ad spend (Search Ads and Banner Ads) Optimize websites for search engine results - Create, maintain and manage Social Media channels
- Execute email marketing creative campaigns to opt-in lists
- Established Salesforce integrated lead capture process for web content
- Create and manage marcom collateral, presentations, print advertising, video projects, direct mail, and tradeshow graphics/materials
- Manage creative team, contractors and external vendors

Kodak - Austin Development Center (6/03 - 2/05)
Creative Director
Adapt all ASF(see below) website property, product identities, and supporting materials to Kodak branding guidelines - Support Kodak creative and marketing teams by producing marcom materials with Kodak branding including; retailer brochures, POP signage, product packaging, kiosk GUI screens with supporting Flash animations, graphic presentations, and tradeshow materials/signage - Continue marcom development for existing and new ASF-Kodak products

Applied Science Fiction (ASF) (2/00 - 6/03 acquired by Kodak)
Creative Director
Direct, design, produce, and manage all marketing and communications vehicles for the company and its products, including:

- Website design, development, & maintenance
- Video production and presentation design for tradeshows, speaking engagements, investors demos, and OEM partner presentations
- Graphical user interface design for kiosks and software products
- Product branding and logo development
- Advertising campaigns for publications, internet, billboards, and banners
- Print collateral, direct mail, retail coupons, and creative content for technical documentation

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- Industrial design (3D modeling) of kiosk products and concepts
- Tradeshow booth layout, graphics, banners, and signage
- Product packaging and POP display design for software, hardware, and kiosk products
- Strategic and tactical marketing plan collaborative development

Corporate Images Marketing & Advertising (9/95 - 2/00)

Art Director and Agency Principal (4/97 - 2/00)

Art Director (9/95 - 4/97)

Develop, implement, and manage strategic creative concepts for B2B corporate technology accounts, involving:

- Creation of corporate identities and branding
- Advertising concepts, creative, and production
- Website and multimedia design and development
- Conceptualization, direction, and production of tactical collateral, interactive programs, and direct mail programs
- Strategic/tactical marketing plans - implementation/management

Stokes Imaging Services (3/88 - 9/95)

Creative Director / Producer (6/92 - 9/95)

Graphic Designer / Animator (3/88 - 6/92)

Design, coordination, execution, and delivery of digital graphics/animation for film, video, print, CD-ROM, and videodisc

- Digital image creation, manipulation, and enhancement
- CD-ROM titles/interactive multimedia presentations
- 3D animation/computer graphics
- Printed collateral materials
- 35mm multi-image slide presentations
- Product packaging design and production

Sun Motion Graphics (6/87 - 3/88)

Computer Animator / Graphic Designer

Design and creation of 3D models, animation, and computer graphics for training programs, TV spots, and video productions

Stokes Slide Services (2/85 - 6/87)

Computer Graphic Designer

Design and creation of computer-generated 35mm slideshow presentations, graphic images, optical slide graphics, page layout, and typography

Education:

BA Liberal Arts from the University of Vermont
Major — Studio Art/Design, concentration in Computer Science