

Todd M. Horning

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Profile

More than eight years of experience in web and Rich Internet Application (RIA) design. Most recently the Web Art Director for Unisys Corporation in Blue Bell, PA. For examples of my most recent work, please visit www.tohodesigns.com/latest.

Capabilities

From the initial concept to the finished website or interactive piece. Extensive print layout and design experience as well. Experience in managing a Creative Department of Art Directors, Designers & Developers. Comfortable working in both Windows and Macintosh environments.

Experience using the following software programs:

- Current Adobe products including:
Dreamweaver, Fireworks, Flash, Photoshop, InDesign & Illustrator
- Microsoft Word, FrontPage and PowerPoint

Experience with the following internet technologies:

- HTML, DHTML, CSS, JavaScript, XML and ASP

Experience

Web Art Director

Unisys, Blue Bell, PA • October 2001 to September 2006

Unisys offers systems integration, outsourcing, infrastructure, server technology and consulting to its clients. Responsible for the direction and development of the current Unisys website and all web-based corporate identity projects.

- Responsible for the conceptualization and creation of all ongoing design needs for www.unisys.com including:
 - Flash animations for the Unisys home page and throughout the site
 - User interface design for streaming audio & video web presentations
 - Database-driven Rich Internet Application (RIA) user interface design.
 - Page edits & graphical changes within a large-scale web content management system
- Worked closely with the Director of Corporate Identity to ensure that all design solutions were brand-compliant and consistent in style and tone.
- Provided art direction to the Flash & HTML developers during production of all web and interactive projects.
- Created an email generation tool to automate the creation of both internal and external email correspondence. The tool allowed users to easily create & manage email campaigns that were brand-compliant and consistent in look and feel.
- Assisted in the creation of various internal websites, ensuring that they adhered to the internal brand guidelines and were stylistically consistent with related internal sites
- Managed outside resources on various interactive and application development projects.

Senior Art Director

The Technology Marketing Group, Conshohocken, PA • June 2000 to June 2001

A full-service agency that integrated both online and traditional “offline” marketing strategies as a complete solution for its clients.

- Responsible for the conceptualization of both web and print design solutions, as well as presenting those ideas to the external client
- Provided art direction during the creation and development of all websites and print collateral
- Lead the conceptualization and design of internal marketing strategies and self-promotions.
- Accountable for a varied staff of art directors, designers and web developers.

Interactive Art Director

Euro RSCG Devon Direct, Berwyn, PA • June 1997 to June 2000

Euro RSCG Devon Direct is a direct marketing agency offering multimedia and web-based marketing solutions to its clients. Responsibilities included the art direction of websites and the creation of rich media, using Macromedia Flash.

- Responsible for the conceptualization and creation of rich media advertising using Macromedia Flash. This included interactive banners, superstitials, interstitials and microsites.
- Provided art direction to designers assisting in the creation of rich media projects.
- Lead the design and development of various interactive self-promotions for the agency.

Graphic Designer

Forge Recording Studios, Valley Forge, PA • November 1995 to June 1997

Forge Recording Studios offers market-ready CD and cassette packages. Responsibilities included developing concepts for clients, designing the projects and preparing files for print.

Lead Composer

Bell Atlantic Directory Graphics, Valley Forge, PA • January 1994 to October 1995

Responsible for the scanning, enhancement and composition of directory advertisements.

Production Coordinator

Coastal Images, Fenwick Island, DE • May 1992 to October 1993

Involved in every aspect of graphic design and production before the printing process. Responsible for the production of two editions of a weekly publication called *TV TIMES*, which ranged from 12 to 24 pages per edition. Also designed menus, flyers and other items.

Education**Indiana University of Pennsylvania**

Bachelor of Science Degree • Major: Communications Media

Pennsylvania College of Technology

Major: Advertising Design