



Sharon Rose Cardinal

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Yahoo! Inc.
Connected Life
2007-2008

SENIOR INTERACTION DESIGNER

Designed a consumer-facing application that will allow consumers to have access interactive personalized content, video services and search on their TV using a remote control. This 'lean-back' experience will offer consumers a true 2-foot to 10-foot convergence on an emerging platform.

The open platform interface was designed to be an elegant, fun experience offering a high degree of customization for the consumer and third party developers.

Developed interaction models, designed visual concepts, architected flows and wireframes to support a working prototype.

Schematic, Los Angeles
2006-2007

ASSOCIATE CREATIVE DIRECTOR

Effectively led and managed creative teams on a variety of interactive platforms including navigation concepts for Time Warner Cable VOD interface, a mobile interface for DirecTV, a TV interface for Sling Media, and an embedded video player for iFilm.

Created original products by introducing clients to new ways of approaching their brands and implementing a unique vision process on projects for ABC.com, Abc Family, and ABC News.

Launched websites for ABC Family 25 Days of Christmas, ABC Family Lincoln heights, and Comcast Networks extranet.

Pitched new business, conceiving and presenting creative for clients such as Movies.com Max, Oprah.com, GameTap, Sesame Street.com, Delta, and Discovery Channel.

Participated in the AFI Digital Content Lab, partnering with A&E's History Channel and Brightcove to create a hybrid content delivery interface for accessing large amounts of WW2 video and imagery.

Freelance Design Consultant
[selected projects]
2003-2006

WEB SITE DESIGN AND ART DIRECTION

CLIENT: Honda // ROLE: Senior Art Director // FIRM: Rubin Postaer & Associates

Led the design efforts of the Flash micro-site for Honda's off-road bikes.

INTERACTIVE SALES PRESENTATION DESIGN AN ART DIRECTION

CLIENT: IBM // ROLE: Senior Art Director // FIRM: Imaginary Forces

Directed and designed and Flash animated interactive tool for the launch of new server technology. Created storyboards for each scenario, worked with sound and voiceover to add texture and depth.

DVD DESIGN AND CONTENT CREATION

CLIENT: Weiden + Kennedy TokyoLab ROLE: Creative Producer // FIRM: The Groop

Created content for an interactive DVD showcasing the work of three artists to launch a new record label. Conducted creative workshops to generate ideas and concepts. Coordinated a team of over 15 artists in the production that included animation, illustration, sound, and DVD authoring.

Razorfish, Los Angeles
1999-2003

FREELANCE ART DIRECTOR (1999-2002) AND SENIOR DESIGNER (2002-2003)

Directed and designed a complete new look and feel for the Los Angeles Department of Water & Power website.

Designed a Razorfish branding package for a company wide event that included signs, posters, maps and badges.

Art Directed a variety of website and branding packages for educational, governmental, and consumer clients.

Teaching Experience

ART CENTER COLLEGE OF DESIGN

Web Branding (Winter 2003, Winter 2004)

UCLA DESIGN | MEDIA ARTS

Dynamic Typography (Fall 2003, Winter 2004)

Education

MASTERS OF FINE ART – GRAPHIC DESIGN

California Institute of the Arts, Valencia, CA 1999

POST BACCALAUREATE STUDIO CERTIFICATE – GRAPHIC DESIGN

School of the Art Institute, Chicago, IL 1997

BACHELOR OF ARTS – MEDIA MANAGEMENT

Columbia College, Chicago, IL 1987