

James David Smith

Strong conceptual thinker with 360-degree strategic vision, creative technologist passionate about exploring and crafting fresh, engaging responsive experiences across all web enabled devices. Digital media is in my DNA from concepting social media and video based solutions at Digitas to providing creative digital ideas for award winning directors Paul Hunter and Diane Martel @ HSI Productions. Great experiences start with constructive collaboration, relevant thinking and smart ideas.

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| COX Networks
Consultant – Creative Director
March 2014 – Present | <ul style="list-style-type: none">■ Created identity for Tent-pole marketing program for the NFL across 400 TV affiliates■ Design responsive web templates for all owned television and radio stations■ Directed and produced NFL approved creative for broadcast across all participating stations |
| Miley Cyrus - Diane Martel
Consultant – Digital Experience
January 2014 – March 2014 | <ul style="list-style-type: none">■ Shot promo for Bangerz Tour https://www.youtube.com/watch?v=hgVvK8ZUENeg■ Worked with http://groundctrl.com/ to develop tour site■ Prepared and updated on screen graphics for live stage performance |
| AMC Networks
Consultant – Social Media
November 2012 – Present | <ul style="list-style-type: none">■ Envisioned and created social media experience for the new season of Portlandia■ Developed and shot compelling video content targeted for online channel■ Created AMC microsite for 2012 Golden Globes award winning programming |
| Teachers Retirement System
Consultant – UI/UX
April 2013 to February 2014 | <ul style="list-style-type: none">■ Mentor existing creative and development team on user interface and user experience design considerations■ Generate new responsive experience for Teachers Retirement System of NYC, www.semajhtims.com/TRS■ Establish social media strategy and brand guidelines for mobile applications and user publications |
| Blink Productions
Creative Digital Products
January 2012 – November 2012 | <ul style="list-style-type: none">■ Pitched, brainstormed and produced social media components to music promos■ Produced and shot online video content■ Maintained and updated social media programs |
| Union Bank of Switzerland
Creative Consultant – UI/UX
April 2012 – November 2012 | <ul style="list-style-type: none">■ Developed and designed UI and developed UX for family of iPad apps■ Worked with Marketing Director and writers on app rollout■ Created wireframes and user flows for development team |
| Pershing Financial
Creative Consultant – UI/UX
February 2012 – April 2012 | <ul style="list-style-type: none">■ Conceptualized UI and UX for site and app for http://www.pershing.com/events/insite/index.html.■ Shot and streamed live footage from yearly international B2B event "Insite"■ Edited footage and established curated library of clips for social media outlets |
| Jordache
Consultant – Social Media
January 2012 – June 2012 | <ul style="list-style-type: none">■ Developed and enhanced existing social media strategy for all brands, Dittos, US Polo Association and Jordache■ Utilized social feedback to improve existing lines and to develop new products■ Shot video of photoshoots for online platforms and proposed Lookbook app |
| HSI Productions
Writer/Director/ Digital
March 2007 – December 2011 | <p>Conceptualized, wrote treatments, cast talent, developed shot lists and directed second unit for music videos and television adverts with director Diane Martel and Paul Hunter. Developed Facebook and Twitter online video strategy. Edited footage and digitized finished product for online deployment to social networks. Assembled and directed crews in Tokyo, London, Istanbul, Bucharest, Romania, Amsterdam and Sydney.</p> <ul style="list-style-type: none">■ Created social media marketing programs for Reebok, Applebee's, Harley Davidson, Turkcell, Ford Escort, Nivea, The White Stripes, Pixie Lott, NE-YO, Ryan Leslie, Daisy Dare, BOA K, Britney Spears■ Music Videos The White Stripes: "Conquest", Pixie Lott: "Girls and Boys", NE-YO: "Mad", Ryan Leslie: "Addicted", Daisy Dare: "Number One Enemy", BOA K: "Eat You Up" and Britney Spears: "3"■ Conceptualized, pitched and produced Facebook and Twitter experiences centered around shoots and end product■ Television Commercials Reebok: "EZ-Tone", Arthritis Foundation, Harley Davidson, Nivea, Turkcell (pitched and developed online destination to explain the benefits of 3g to the Turkish audience) |

DIGITAS

Creative Manager – Online Video
August 2005 – April 2007

Envisioned and lead social networking application development team in creating framework for rapid deployment of programs for Facebook. Established video expertise within the group and shot several online videos for Samsung and Digitas Health clients Micardis and Chantix.

- Developed guidelines for and oversaw digitizing of all approved video content utilizing existing resources eliminating expense of external vendor
- Oversaw 25 freelance Art Directors, FLASH designers, and ACTIONSCRIPT programmers
- Formed Facebook rapid development team
- Directed development of American Express' "Open" annual "Wishlist" holiday site and worldwide travel site
- Designed and developed new product sites for client Samsung, including award winning "Build Your Dream Room" experience featuring their new flat screen HDTV and White Glove Service featuring furniture from some of the worlds top designers

JP Morgan/Chase

Creative Director – UI/UX
March 2003 – June 2005

- Developed and oversaw production and deployment of subscription based online trading analysis products "Daily Trading Report" "Alpha Capture Icebreaker" and "Sponsor Monitor" <https://www.plexusonline.com>
- Negotiated and oversaw outside vendors tasked with Asian and Russian language versions of products. Developed and deployed CMS (content management system) for all online products
- Analyzed and reported on any existing or anticipated technology problems impacting on user experience newly acquired online products from "the Plexus Group" and "Trade S.T.A.R.R."
- Responsible for existing programmers, designers, analysts and testers migrating from Cold Fusion CFM language to ASP with a FLASH front end
- Utilized feedback to improve existing lines and to develop new products and lead quarterly requirement meetings with senior management

The Roman Group

Art Director – Interactive
October 2002 to January 2003

- Pitched and designed flash version of Haru Sushi website
- Created and coded "plug and play" flash based radio station
- Rebranded "Roman Music Group" to "Williamsburg Records"

Interbrand

Art Director – Interactive
July 2002 to October 2002

- Developed and designed websites for clients MCI and Boston Bank
- Established and staffed interactive team
- Oversaw all print production relating to interactive efforts

DIOR/ CE Designs

Creative Director - Interactive
September 2001 to July 2002

- Conceived, shot and edited promo video for trade show displays
- Designed award winning trade booth experience for 2003 Accessories Show in Milan
- Designed logo, website and printed marketing materials

Becton Dickinson

Creative Consultant – Pharma
June 2001 to September 2001

- Produced globally distributed series of training CD-ROMs targeted for Phlebotomists and Nursing Schools
- Shot and edited principle footage used in final product
- Worked with Marketing Director on storyboards and printed materials

IGN Networks

Creative Director – Games
February 2000 to June 2001

- Created online interactive games for Timex, Tomb Raider and Polaroid
- Developed new accounts, Kraft, Timex, Eidos, Burger King, Nautica, Polaroid, Adidas, and New Line Cinema
- Created new internet ad unit that displayed an ad after a link is clicked before the selected page is loaded
- Coined the phrase "webisodes" with Marketing Director and sold to Kraft and Adidas

Internet Cash

Creative Director - Financial
August 1999 to February 2000

- Vigorously worked with Marketing Director to get the message out, through traditional and gorilla promotional programs and partnerships with 7-Eleven, Riffage, Claires and Sears
- Assembled and drove both web technical team and design team to create website www.internetcash.com

EDUCATION

SUNY New Paltz, Fine Arts
Graduate of Andersen Consulting Excellence in Management Program
Macintosh Certified Developer- Apple Computer, Inc.

COMPUTER SKILLS

HTML5, Final Cut Pro, Avid, Adobe Creative Suite: Photoshop Illustrator AfterEffects Flash Dreamweaver Fireworks, 3D-Max, ASP, Javascript, Actionscript, HTML, XML and PHP