

Ted Kusio

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Interactive Creative/Developer + Multimedia Storyteller

Coming up with the big ideas, then designing and building web-centric stuff — from initial concept to design to development to launch: **GO!**

Experience

Senior Developer. Crisp Media, New York NY (12/11–Now)

Expanding functionality and capability of mobile interactive content:

- Create templates and prototypes for Crisp's proprietary mobile ad development system
- Build mobile websites
- Develop and maintain privately distributed iPad app
- Design and develop content for a broad range of iOS and Android devices

Senior Front End Web Designer / Developer. The New York Times, New York NY (1/11–12/11)

Designed and developed marketing material, including pay-model launch and support, landing pages, microsites, banner ads and e-mails. Sole developer on:

- <http://nytschoolsfortomorrow.com/>
- <http://tasteoft.com/>
- <http://nytopinionlive.com/>
- <http://www.nytlitevents.com/>

Adjunct Professor. CityTech / City University of New York, Brooklyn, NY (Fall 2011, Spring 2012)

Interactive Animation. Introducing students to interactivity by teaching basic programming skills and classic animation techniques; class uses Adobe Flash and ActionScript as a gateway to other tools and languages.

Interactive Creative Director / Developer / Designer. New York NY (6/10–1/11)

Clients included Macy's, Intermix, theatrical productions .

- Creative concept, graphic design, audio, motion graphics for several team-building inspirational presentations and creativity showcase presentations for visual merchandising department
- Designed and constructed theatre and social network web sites (Wordpress and Drupal)
- Devised and developed web elements and e-mails; built templates and models for accessibility on mobile devices and iPads

Manager – Interactive Services. DDB, New York, NY (6/08–6/10)

Launched QC department, established testing and review guidelines

Implemented new technologies (CMSs, blogs, social media, apps)

- Taught in-house classes, provided one-on-one training

Directed all interactive projects, led team, managed personnel, for in-house studio, including:

- Front- and back-end technical and creative direction and guidance
- Interdepartmental communication and coordination, including development of a custom online tool
- Developed Flash projects (AS2 and AS3; banner ads, training websites, stand-alone apps)
- Scheduled resources, estimated projects, budget maintenance, implemented development standards
- Interviewed and hired pivotal team members, doubling size of interactive staff

Freelance Interactive Art Director / Developer. New York NY (4/08–6/08 & 12/06 –3/07)

Clients included Droga5 (Nike), Tequila/TBWA/Chiat Day (Sprint, Bayer, Disney, CBS), Estée Lauder.

- Created Flash-based website simulations for effective new business pitches
- Composed original music and created motion graphics project for internal product 'brag' presentation

Multimedia Director. The Halo Group, New York, NY (3/07 –4/08)

Led agency digital and interactive work:

- Designed and developed websites, microsites, banner ads, client presentations
- Implemented company website; built company blog – integrated the two
- Trained company leaders and staff about emerging technologies and practical usage

Interim Integrated Marketing Multimedia Director. Vogue, New York, NY (9/06–12/06)

Created and supported digital material for advertising sales team, including design and development of presentations, and supplementary elements such as audio and video

- Created sales presentation that led to record number of ad sales
- Developed first-ever fully interactive presentation, which energized sales team with new revenue-generating possibilities

Creative Director. Paragon Advertising, Buffalo, NY (4/03–8/06)

Oversaw all interactive production and television ad creation, including:

- Developed creative campaigns across all media
- Established interactive and video departments, increasing revenue and creative control

Senior Interactive Art Director. Gelia, Wells & Mohr, Clarence, NY (4/00–4/03)

Senior Developer. The Schutte Group / SGInteractive, Buffalo, NY (10/98 –4/00)

Multimedia Developer. DIMACC, Amherst, NY (2/98–8/98)

Programmer. Center for Development of Human Services, Buffalo, NY (7/97 –2/98)

New Media Director / Copywriter. Media Logic, Albany, NY (2/94 –9/96)

Skills

- Developing creative and innovative applications of technology for advertising and branding
- Interactive design and art direction
- Web and mobile interactive development: HTML/HTML5, CSS/CSS3, JavaScript, WordPress, Drupal, PHP, AS2/AS3
- Video/audio/music creation, editing and production
- Project and department management, team leadership

Software

- **Interactive:** Adobe Flash, Dreamweaver and Flex, Sencha Animator, Tumult Hype
- **Image/Layout:** Adobe Photoshop, Fireworks, Illustrator and InDesign
- **Video:** Adobe AfterEffects and Premier; Apple FinalCut Pro and Motion
- **Presentation:** Apple Keynote, Microsoft Powerpoint
- **Audio/Music:** Ableton Live; Propellerhead Reason; Apple GarageBand and Soundtrack; MOTU Digital Performer

Education

School of Visual Arts, New York, NY: *Advanced Flash* (4/09 & 5/07) & *Portfolio Class* (11/06)

Buffalo State College, Buffalo, NY: *Visual Communications* (5/99)

State University of New York at Buffalo, Buffalo, NY: *B.A. in Music Composition and Media Studies* (5/92)

Syracuse University, Syracuse, NY: *B.S. in Mechanical/Aerospace Engineering* (5/86)