

Greg Simmons

Creatively driven

Interactive Media
Print
Corporate Identity

Strategically focused

Visual & Information Design
Information Architecture
Creative & Strategic Planning

► Experience

Principle & Creative Director \ Arena Interactive Philadelphia, PA **Freelance designer** January 2002–April 2007...February 2008–Present

I started Arena Interactive motivated by the idea of bringing my knowledge, experience and convictions about visual and interactive design to a host of clients and client types/sizes. When I stumbled across the word arena, (as I did with every word in my search) I defined it in a way which I felt represented what I was aspiring toward—and I defined it two ways: one, I wanted to work in different arenas meaning, working in print and corporate identity (my roots), environment design, video and others as well as interactive. The second definition is “an arena is an enclosed space where exciting events happen”...whether confined by a piece of paper, a vehicle, signage, a television or by a monitor.

Stemming largely from my experience at R/GA, I felt a strong desire to work closer with clients during all facets and phases of projects (as creative director for clients such as IBM, Time Warner, CitiBank or Ericsson, it is difficult to be an active participant starting with discussions of business goals and agendas while working hands-on with formulating information architecture philosophies and directions, design and direct all aspects of visual design all the way through to production and project launch). In short, I wanted a more intimate involvement with clients and projects which is otherwise extremely difficult in relation to some of the world's largest, global clients.

Working with clients such as the Smithsonian Store, Smithsonian magazine, Certified Tank Technologies, Firstech Environmental and many other small- to-medium sized clients/projects, I feel I was able to create better overall solutions because I was more informed by, and involved with, all aspects of each project—and in turn, felt a higher level of overall satisfaction also in part due to an elevated level of collaboration with clients.

Arena's clients include AOL Time Warner/Time Warner, AOL Europe {corporate} & AOL Europe kids/teens, Cartoon Network, the Smithsonian Store, Smithsonian magazine, The University of the Arts, Certified Tank Technologies, Firstech Environmental, Kanban Solutions, Bryan Coppede Photography, Will Blochinger Photography, Fragisle International, Exclusive Pieces, CHI Builders, VaccinePlace.com (Sanofi Pasteur) and Fingerprint Interactive {Mobile ESPN, Fiberlink}.

Creative Director \ NetPlus Conshohocken, PA April 2007–February 2008

With its roots in traditional online marketing (SEO, SEM, media management, analytics), NetPlus' inclusion and adoption of visual and information design was not only relatively new to their fabric but it was uncharted territory as well—in terms of creating and implementing 'high design' interactive solutions.

As the Creative Director, I was tasked with elevating the base-standard and overall execution of visual design and helped to define and refine all processes involved in creating and manufacturing viable and appropriate interactive solutions. I was responsible for managing and mentoring visual and interaction designers while creating the focus and direction of the visual design department. I instituted design group critiques as well as larger presentations and critiques with all members involved in each project.

In the spirit of collaboration I also instituted a “come one, come all” attitude for creative brainstorming. The purpose of which was two-fold. One motive was to dispel the notion that a member of the search group, for example, would have nothing creative or inspiring to contribute. The second motive was to combat the growing fear many had regarding the significance of their individual jobs in relation to the new, growing interactive design group (in short, many people felt they were being left behind and were no longer a significant or visible part of this new direction).

Other processes I developed or helped to develop and implement and/or optimize were one, the Interaction Design discipline (combination of information architecture and usability), two, the construction of the Interaction Design Document (an organically populated document containing the creative brief, functional and technical specs, sitemap and wireframes) presented as a versioned .pdf, and three, a newly implemented prototyping tool. I also worked to streamline many recurring tasks and/or projects (dramatically reducing the time necessary to complete) and a new approach to managing projects and designers (with the creation of a new position—design coordinator). I outlined optimization alternatives to remove numerous points of friction and/or bottle-necking as well.

Clients included Chase Financial, Chase Credit Cards, Trinity Capital Advisors, Alfred Angelo Prom, Niki by Niki Livas, Zum-Zum, DressMyNightOut.com, the Aware Foundation, Independence Blue Cross, Disney and Lloyd Pans—due to signed NDA's the remaining clients remain unnamed.

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► Experience

Instructor \ University of the Arts { Graphic Design Department }, Philadelphia, PA
September 2005–December 2005

Co-instructed Advanced Digital Media to seniors of the Graphic Design Department. Course concentrated on site structure, navigation, movement/animation and usability while creating harmony between form and function. I have also been a guest speaker and guest critic in a number of classroom design environments at the University of the Arts.

Creative Director \ R/GA { R/Greenberg Associates }, New York, NY
October 1999–February 2002

Managed a dedicated team of 9 designers (at times growing to 24). I reported exclusively to R/GA's CEO (IBM at the time was R/GA's largest client at approximately 12MM in revenue) and worked directly with the executive producer on the IBM account.

Most of my time at R/GA was dedicated to, and responsible for, IBM which included two redesigns of the global ibm.com (the world's largest most business-impactful global website reaching 78 countries). I was responsible for creating the global interactive visual design standards and guidelines as well as designing and directing the ibm.com standards site called ONE IBM. Similarly, I wrote and designed the global visual standards for IBM's co-branding effort, SLINGSHOT. Along with the global redesigns I designed or directed approximately 30 sitelets for groups within ibm.com...ThinkPad, NetVista, NetGen, Net Generation, e-Server, Pervasive Computing, ASCII white, ASCII blue, NewBlue, SHOP-IBM, Search, Archives, Home/Home Office, Small Business and others.

Other clients I managed, directed and/or instituted visual design included Ericsson, AOL Time Warner, CitiBank, Warner Bros, Zenith, Howard Stern, Ian Schrager Hotels, Bed Bath & Beyond, Boeing, HotTopic, R/GA, SharperImage, Purina, Avery {labels}, Activision {Return to Castle Wolfenstein}, Oxygen {O2Simplify}, Rockefeller Center {east} and Disney.

Senior Designer \ Mayer & Myers Design Philadelphia, PA
October 1996–October 1999

Designed catalogs, folders, viewbooks, stationery systems, signage, annual reports and journals for academic, cultural and commercial clients. Clients included the University of Pennsylvania Law School, Drexel University, the University of the Arts, Institute of Law & Economics, Jamie Rothstein, Kean-Shapiro, Mayer & Myers, the Greentowne School and Hahnemann University.

Designer \ Electronic Ink. Philadelphia, PA
February 1996–September 1996

Designed and assisted in the design of web sites, interactive kiosks, intelligent agents as well as printed material.

Designer \ William Longhauser Design Philadelphia, PA
July 1995–February 1996

Assisted in design and production of exhibition catalogs, calendars, announcements and exhibition specific signage.

Designer \ University of the Arts Publications Office Philadelphia, PA
October 1995

- Designed The University of the Arts summer programs catalog.
- Created The University of the Arts interactive information package (CD & brochure) to be sent to high schools nation wide.

Designer \ Mayer & Myers Design Philadelphia, PA
July 1995

Designed photo-collage for The University of the Arts student handbook/calendar.

► **Awards**

- ★ Featured in the book “Making and Breaking the Grid” by Timothy Samara; Section 2, #s 21 & 31
 - Jamie Rothstein stationery system/identity
 - The University of the Arts Student Handbook/Calendar
- ★ Various web and interactive awards for the following:
 - IBM.COM, version 11
 - Approximately 25 web and interactive awards including the only perfect 40 out of 40 score from AdvertisingAge BtoB
 - IBM Pervasive Computing
 - Received 4 web and interactive awards including a Silver medal from Business Week
 - IBM Next Generation Internet
 - Received 6 web and interactive awards including a Bronze medal from Business Week and a Gold from ADWEEK
 - IBM.COM, version 10
 - Approximately 12 web and interactive awards
- ★ American Center for Design 100 Show (over 5,000 entries, 100 chosen)
 - 1998 Mayer & Myers Holiday Card
- ★ HOW MAGAZINE International Annual of Design
 - Jamie Rothstein stationery system/identity
- ★ American Corporate Identity #14
 - Jamie Rothstein stationery system/identity
- ★ Art Director’s Club of Philadelphia
 - University of Pennsylvania Law School Journal
 - Jamie Rothstein stationery system/identity
 - 1998 Mayer & Myers Holiday Card
- ★ Featured in the book “TypoGraphics 3”
 - 1997 Mayer & Myers Holiday Card
- ★ PRINT MAGAZINE Regional Design Annual
 - The University of the Arts Student Handbook/Calendar

► **Education**

August 1995, BFA, Graphic Design

The University of the Arts, Philadelphia, Pa

January–May 1995

Independent study with Ken Hiebert / The University of the Arts

Exploration in text and letterform animation using MM Director. Animated quotes from Paul Rand, William Irwin Thompson and Le Corbusier.

Spring 1994

Graphic Design Workshop / The University of the Arts
Director: Jakob Trollbäck of R/GA, New York, NY

An intensive one week studio seminar in computer animation.
Objective: to create a 30 second anti-violence animation.