

LANCE EVANS

designer, artist, animator
multimedia producer

places I've worked



3DNY Publishing (2000-2006)

I was Tech/Creative Director of this edu publishing house, co-venturing with Apple, Adobe, Alias, and Future Publishing. Winner of Electronic Publishing Mag's "Top 20 Inspired Publishers Award" for our MediaBook digital format.

The Central Park Conservancy

One of my favorite places on the planet, I got to produce art posters and multimedia projects for the CPC.

Lincoln Center for the Performing Arts

I've produced the retouching and art creation for their seasonal catalogs. Recurring freelance.

National Academy of Fine Art & Design Art Students League of New York

My two fine art alma maters.

Ogilvy / 141 - Freelance (Mid 2000's)

I produced art, retouching, illustration and some art direction and design work.

Parsons School of Design / School of Visual Arts

I attended both, gleaming the best offerings of each.

Bates Advertising - Art/Type/Multimedia (1995-2002)

I created art, directed print campaigns (EDS), developed and produced hugely successful multimedia campaigns (Trojan Brand, Miller Beer), and new business pitches.

J. Walter Thompson - Art & Type Director (Mid 90's)

I was a multimedia artist, then an Art Director, and then joined the venerable type team at their J. WALTER TYPE division.

Apple Computer Educational Seminars - Producer (2000-2002)

I produced and hosted a series of monthly industry educational seminars with Apple Marketing for about two years. The standing room only sessions were held in Apple's Citicorp Marketing Center.

Graphlink Media - Creative Director (2006-present)

As Director of Graphlink, I have created design, imagery and multimedia content for most of the top ad agencies in NYC, including Bates Worldwide, McCann, Jerry Della Femina, Ogilvy, Chiat, JWT, etc. And I have also gotten to partner with advertising pioneer Ben Colarossi (Revlon, Timex, Wendy's, Texaco, etc.).

Big brand clients have included Miller Brewing, Absolut Vodka, American Express, Merck Pharmaceutical, Sepracor Pharmaceutical (launch), Trojan Brand Condoms, Olive Garden Restaurants (launch), EDS, etc.

Jerry Della Femina / Jerry Inc. / Jerry & Ketchum

I got to work one-on-one with advertising legend Jerry Della Femina at three of his shops.

Software Knowledge

Photoshop—Expert/power user

InDesign—Full knowledge + capable

Illustrator—Full knowledge + capable

Adobe Muse—Full knowledge + capable

Maxon Cinema 4D—Good General knowledge

Autodesk Maya 3D—Good general knowledge

Electricimage 3D—Expert (I wrote the book on it!)

Form-Z 3D—High level of knowledge + functionality

Adobe After Effects—Full knowledge and very capable

Adobe Premiere NLR—Very good general knowledge

DaVinci Resolve Compositor—Good general knowledge

Yamaha Cubase MIDI Audio Recording—Very high knowledge

Perfectly comfortable on Macintosh, Windows, and Linux.

American Express Multimedia Lab

I was a founding member of the famous AMEX Multimedia Lab, a corporate pioneer in the area of New Media productions.

Educator, Author and Awards

I've written many books/DVDs on high end graphics (with a forward by Photoshop creator John Knoll).

I write for CreativeBlog's 9 million readers, 3D World Magazine, Art Business News Magazine, and create video editorial content for Shutterbug Photography Magazine.

Awards have included those from Alias-Wavefront and Electricimage for my 3D work, "Top 20 Publishers" award, and group awards for pharma creative.

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Art & Motion: <http://www.LanceEvans.com/digital>

Design: <http://www.LanceEvans.com/lance>