

LANCE EVANS

places I've (aka, my resume.) loitered

**multimedia content
producer & artist**

LanceEvans.com/lance

The Central Park Conservancy

I've loitered in Central Park for many wonderful years! And produced art and multimedia for CPC.

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

My two fine art alma maters.

Ogilvy / Bates 141 - Freelance (Mid 2000's)

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

Graphlink Media - Creative Director (2000-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.**

Apple Computer Educational Seminars - Producer (1999-2001)

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.

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.

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.

Parsons School of Design / School of Visual Arts

I attended both, gleaming the best offerings of each.

The New Museum & Soho's Collier Fine Art

Marketing, public relations, and sales for both.

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
Adobe Flash—Full knowledge + Actionscript
Dreamweaver—Good general knowledge
Adobe Director—Full knowledge + programming
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
Sony SoundForge/Audacity Audio—Very high 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'm a longtime educator in the digital arts, well published, and am regularly quoted on web sites like **Adobe.com** and many others.

I have written books/DVDs on high end graphics (with a forward by **Photoshop creator John Knoll**). I regularly write for **CreativeBlok.com's** 2.5 million unique monthly readers, **3D World Magazine**, and won **Electronic Publishing Magazine's** "Top 20 Inspired Publishers" award.

646-789-7785 LanceEvansNY@gmail.com
Portfolio: <http://www.LanceEvans.com/lance>