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Sebastien Derenoncourt

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Sebastien Derenoncourt has designed, conceptualized, planned, and developed, a large number of online portals, communities, New Media kiosks, interactive CD/DVDs, for a wide range of audiences and clients.

He worked on the original versions of web sites for such major brands as Marriot Hotels, Us Airways, Turner broadcasting, SalomonSmith Barney, VH1, Oxygen Networks, Women.com, iVillage, CartoonNetwork, and others.

He was an art director for community portals, Women.com, HomeArts.com, iVillage, (all women web portals), as well as ethnic specific web communities blackplanet.com, asianavenue.com and migente.com.

He has been recognized for his work with shows at the Cooper Hewitt Design museum in New York , PS1 in New York, and has been published in a design book named "Sonneteer, A visual composition on selected components of our built environment."

Sebastien was trained in Art & Technology at The School of The Art Institute of Chicago; where he studied with such industry luminaries as Dan Sadowsky who created the first professional new media application MacroMedia Director.

He also studied photography, design and video.

He now resides in New York city where he works on web and real world projects, such as a recent video installation for an Opera at BAM, called "Still Life with Commentator"

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QUALIFICATIONS PROFILE

Solutions-oriented Interactive Art Director with a distinguished 13-year career overseeing the creative and strategic direction of influential, award-winning global interactive properties. Progressive expertise in multidisciplinary interactive creative roles, including graphic design, animation, photography, and large-scale web and user experience design initiative. Talented at establishing and cultivating lasting relationships with clients at all sizes throughout all project life cycle phases. Expertise leading all stages of software development, systems implementation, and integration initiatives, from requirements definition and needs gathering to overseeing conceptual design, development, implementation, and support. Solid understanding of numerous business and development arenas, enabling direct and precise coordination with cross-functional departments as well as executive management. An astute and critical mind for creative leadership, with respected team leadership skills and an award-winning design sensibility. Experience in a wide range of environments from startup to global agencies, with a tendency to thrive and innovate in dynamic, fast-paced environments.

CORE COMPETENCIES

- Art Direction
- Brand Identity Development
- Strategic Marketing
- Team Leadership
- E-Commerce Site Development
- Process Engineering
- Application Design

TECHNICAL PROFICIENCIES

Platforms: Mac OS, Windows NT/2XXX/XP, Linux, UNIX (Solaris/Irix)

Development: CSS, PHP, SQL, MySQL, PostGRE, Javascript, Actionscript, HTML, XML

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, ImageReady, GoLive), Macromedia Suite (Flash, Dreamweaver, Director, Fireworks), After Effects, Final Cut, Motion, Avid Media Composer, Microsoft Office Suite (Word, Excel, Access, Outlook, Project), Visio, Quark, OmniGraffle, Concept Draw

EDUCATION

1996

School of the Art Institute of Chicago

Bachelor of Fine Arts, Focus in Interactive Art and Technology

PROFESSIONAL EXPERIENCE

TIME LINE

2007-Present

Creative Director/Art Director
SD

2001 – 2003 & 2005 – 2006

Consulting Interactive Strategist
VARIOUS CLIENTS

1998– 1999

Senior Designer
HOMEARTS.COM, HEARST
NEW MEDIA TECHNOLOGIES

2006-2007

Senior Interactive Designer
ACCOONA CORPORATION

1999– 2000

Senior Designer
FUNNY GARBAGE

1998

Senior Designer
MCCANN ERICKSON
INTERACTIVE /
THUNDERHOUSE NY

2003 – 2005

Art Director / Senior Designer
COMMUNITY CONNECT INC.

1999

Senior Designer
WOMEN.COM NETWORKS

DETAILED PROFESSIONAL EXPERIENCE

2007-PRESENT

Principal

SD

Brooklyn, NY

Strategized, conceived, designed, directed and oversaw interactive online marketing, publishing, and social network projects of all sizes.

Served as independent creative director and art director for diverse clients including Prudential Advertising, Newsweek.com, Publicis Modem, CultureCafe, and Godiva Chocolates.

Created strategy for banner campaign and mini site for Prudential Advertising, holding accountability for conceptual as well as visual direction.

Worked on online strategy and design of Election08 campaign for Newsweek. Designed and produced After Effects webcast show opens and Flash infographics.

Created high-level and detailed information architecture for multilingual, multi-national social network. Spearheaded design direction as well as identity/marketing strategy and direction.

Provided design direction for new LG electronics website (launching in 2009).

2006-2007

Senior Interactive Designer

ACCOONA CORPORATION

Jersey City, NJ

Oversaw design and direction of large-scale email marketing campaigns for robust e-commerce initiatives. Provided hands-on creative oversight at all stages, from conception and design to production and deployment.

Spearheaded integration of new marketing campaigns into existing network of brand sites servicing numerous target audiences.

Produced wireframe templates to define all processes involved in new email marketing campaigns, creating significant time savings for developers while ensuring full integration between new and existing properties.

Integrated proprietary online sales tool with network of commerce websites, as well as leading design of modules to streamline use of new tool.

DETAILED PROFESSIONAL EXPERIENCE

2003 – 2005

Art Director / Senior Designer
COMMUNITY CONNECT INC.
New York, NY

Managed team of designers in creating award-winning community sites (BlackPlanet.com, MiGente.com, and AsianAvenue.com) with strong focus on usability and social networking.

Recruited and directed consultants and freelancers, while managing photo shoots and other branding initiatives.

Led design and development of new dating properties, managing cross-functional teams while personally completing all planning and IA, Art Direction, and Branding of three new profit-generating brands.

Promoted from Senior Designer in recognition of success in launching new high-profile sites; tasked with developing brand identity and strategic direction of BlackPlanet.com, the leading community portal for the African American community.

Established new IA department from the ground up to support increase in brand awareness and rapid site expansion; later participated in creation of new front-end development group.

Served key role in firm's first migration of all sites to CSS-based templated design, significantly streamlining subsequent site updates.

Managed development of new process to integrate business strategic direction with creative development workflow, improving productivity among design and development teams.

Provided full event management over regular photo shoots, recruiting and managing talent and crew, scouting locations, scheduling, and managing all day-of-shoot activities.

2001 – 2003 and 2005 – 2006

Consulting Interactive Strategist
VARIOUS CLIENTS
New York, NY

Established strong relationships with clients across various industries to gain solid understanding of bottom-line business objectives and online strategic needs. Applied new knowledge to the full-scale design and development of innovative technology solutions focused on a variety of audience groups.

Notable clients:

- DDB Tribal – Neutrogena,
- ARC Worldwide – Roche Pharmaceuticals,
- Pragda International,
- Van Meter Table Company,
- Detail Jewelry,
- Everyday Office,
- Bailey Photography
- AirTech LTD.

Satisfied numerous roles based on unique client needs, including: Art Direction, User Interface development, Information Architecture, Marketing Strategy, and Corporate Identity Design.

Created all online and print marketing materials for Shortmetraje, the only series of award-winning Spanish sport films sponsored by Lincoln Center, as well as creating wide-reaching branding campaign for the Spanish Films at the New York Film Festival series.

Produced four years of web site updates in support of new event promotions, including concept, design, development, and testing of multilingual, multi-cultural creative events.

DETAILED PROFESSIONAL EXPERIENCE

1999– 2000

Senior Designer
FUNNY GARBAGE
New York, NY

Worked closely with Principal / Creative Director to execute creative strategies for global and high-profile clients, creating numerous high-visibility branding efforts.

Worked on the first iteration of website property for numerous Turner Media and Oxygen Media brands.

Notable brands:

- Oxygen Network / Ka-Ching,
- Cartoon Network,
- Comedy Central,
- VH1

Worked successfully within varying budgets and exacting brand standards to meet strict deadlines in the early days of creative online media.

1999

Senior Designer
WOMEN.COM NETWORKS
New York, NY

Created intranet and extranet for design and development departments representing as many as 100 resources.

Oversaw full conceptual and strategic thinking, produced cohesive set of wire frames and IA specs. Led design and development at all phases, including thorough QA and Use Case Testing activities.

1998-1999

Senior Designer
HOMEARTS.COM, HEARST NEW
MEDIA TECHNOLOGIES
New York, NY

Spearheaded online brand development for the first online deployment of large-scale publishing entities, including:

- House Beautiful,
- Marie Claire,

- Town and Country,
- Cosmopolitan,
- as well as leading development of Food, Astrology, and Money portals for Homearts.com

1998

Senior Designer
MCCANN ERICKSON INTERAC-
TIVE / THUNDERHOUSE
New York, NY

Drove design of first web sites of a number of global brands, including:

- US Airways,
- British Airways,
- L'Oreal Paris,
- Marriott Hotels.

Led online merger campaign in support of corporate merger of Solomon and Smith Barney.