

ERNIE PARADA

<http://www.ernieparada.com>
(347) 449-3125 – ernieparada@gmail.com

CAREER SUMMARY

I am an Art Director/Creative Director with more than 15 years experience. My background is in digital, and for the past 10 years I've been at Ogilvy & Mather, where I've done everything from Ecommerce to social networks. I am well versed in Multimedia, having been the Director of Multimedia Design for the first 6 years of my time at Ogilvy. In recent years, I've been working in a much more 360° capacity, working on TV and print on a regular basis. I am a manager and a mentor, always teaching junior members of the group how to hone their skills, to be more productive and to work in a more deliberate manner. I am also a trained illustrator and a musician.

EXPERIENCE

Estee Lauder/Origins

Executive Director

October 2011 - Present

- Created "The Five Sense Challenge" an online game/activity to sharpen the five senses. for Dr. Andrew Weil for Origins
- Created Collateral for 2012 store design improvements/enhancements.

Ogilvy New York

Partner, Associate Creative Director

October 2007 - October 2011

- Created "Crack The Case" an online game/loyalty promotion for business travelers to maximize their Priority Club Points the program was wildly successful with 11,000 people registering out of an email list of 70,000 within the first hour.
- Created "Sailing Spoken Here", a social community for professional sailors sponsored by Mount Gay Rum. Site has 10,000 members within the first few weeks.
- Created "Mount Gay Replay", an iPhone App for professional sailors to reenact the details of a race, and share it online. Webby Mobile Honoree 2010
- Created pitch winning campaign for Intercontinental Hotel Group global business.
- Created campaign for Michele Obama's Let's Move.org child obesity program.
- MetLife Advertising: Direct Response TV, Digital Advertising
- Career Education Corporation: Brand & DR Advertising TV and Digital
- Aflac: Digital and Site based Advertising
- Kodak: Kodak Gallery Online Videos

Ogilvy New York

Partner, Director of Multimedia Design

June 2001 - October 2007

- Turned a 5 member studio into an award winning 30+ member multimedia powerhouse in under 4 years.
- Designed many interactive experiences
- Reviewed work performed by all members of the Multimedia Design staff, and offer guidance and mentoring.

Clients Include: IBM, Cisco, Kodak, Lenovo, American Express, Ameritrade

Nethod/Euro-RSCG

Creative Director

February 2001 - June 2001

- Creative leader in the conception, design and direction of FaceFacts.com.

Clients Include: Roche Pharmaceuticals.

Grey Interactive

Associate Creative Director

June 1999 - February 2001

- Took the lead in turning the first walmart.com into a reality
- Trained, assigned and managed creative staff on digital projects.

Clients Include: Walmart, M&M's/Mars, Twix, Drugstore.com, Planet RX, Centrum.

Cherry Lane Music Publishing, New York (Guitar Magazine)

Corporate Art Director

June 1998 – June 1999

- Successfully launched 4 online magazines
- Responsible for the design and production of all magazine titles.
- Supervised several art directors and delegated work assignments on a daily basis to art department.
- Chose and hired photographers and illustrators.

Agency.com / Spiralmedia, New York

Senior Art Director

March 1996 – June 1998

- One of the founding six members of Spiralmedia, and the company's first creative lead.
- Designed and directed the development of websites and on-line presence for many high profile clients.

Clients include: Nickelodeon, AT&T WorldNet, Reuters, Altec Lansing, Billboard TalentNet, NEC, Xerox, and British Airways.

Pink Coyote, New York

Art Director

April 1995 – February 1996

- Lead Creative for all interactive projects.

EDUCATION

New York Institute of Technology, New York, NY M.A. COMMUNICATION ARTS - COMPUTER GRAPHICS (-10 c)

Queens College - City University of New York, New York, NY B.A. FINE ART

School of Visual Arts, New York, NY

REFERENCES: Can be furnished upon request