joey senatore
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objective

to execute a complete skill set in art direction, multimedia development, and management in order to obtain a challenging position in new media.

employment

art director/senior creative developer :: 2000-2003
fathom knowledge network, new york, ny :: *www.fathom.com*
involved all aspects of creative, front end development and rich media. developed front end user interface within a unix/htg dynamo environment. collaborated with the vice president of programming and production on new products, branding methodologies and scalable design solutions. consulted with producers on interactive storytelling methods forming reusable templates. recruited and coordinated the hiring of the creative staff. key liaison for external consortium contacts. researched new technologies and developed more advanced course and story prototypes.

consultant :: 1996-present
multimerge inc., brooklyn, ny :: *www.multimerge.com*
developed and designed products for clients that included web sites, e-commerce, promotions, branding and identity, broadcast graphics and print requests. Guided clients with their online marketing strategies. oversaw all design, development, quality assurance, administrative tasks, and day-to-day activities.

art director/rich media specialist :: 1999-2000
luminant worldwide, new york, ny :: *www.luminant.com*
oversaw, created, and designed specialized media formats for the creative team including flash, 3D models, interactive content, audio/video, and flash formats.
involved in the information architecture and branding of leading web sites that include Sony, Debeers, JVC, A & E, History Channel, and M and M's.

senior creative developer :: 1998-1999
sixdegrees inc., new york, ny :: *www.sixdegrees.com*
performed a key role in the development and over-all design of a community web site. managed a staff of graphic designers and front end developers. built and maintained a production/quality assurance environment for the creative team. developed and designed key areas of the site.

guest lecturer   :: 2001-2002
iona college, new rochelle, ny :: *www.iona.edu*
critiqued and evaluated graduate student's final project consisting of a journalistic reporting within a website. lectured about "the next step" which included resources, tips, and techniques.

education

william paterson university, graphic design major/art history minor
fairleigh dickenson university, graphic design major/art history minor
county college of morris, fine arts major/art history minor

skills

fluent in html/css and most graphic, multimedia, audio/video, internet, development, 3D, and word processing applications. Experience with java script, ASP, Coldfusion, Oracle, ATG Dynamo, SQL, DHTML, CVS, XML and all computer platforms. extensive understanding of possibilities in database

references, awards, skill sheet, and portfolio furnished upon request