

CHRISTOPHER LoDUCA

646-337-0838 • chris@loducacreative.com • www.loducacreative.com

LoDuca Creative & Production — New York, NY

Freelance Art Director (Video, Print & Interactive) 07/1997 – present

- Produced videos for promotional, new business, instructional, and commercial solutions. Handled every aspect of the shoots including writing, directing, editing, casting, sound mixing, motion graphics, lighting, and chroma key.
- Branded companies from the top down by creating new color palettes, tag lines, and logos giving the client a higher visual profile and making them more competitive in the marketplace.
- Provided art direction on various collateral and print ad materials.
- Reworked and designed websites to help make clients stand out.
- Provided production art services for pre-press, hi-res retouching, and image manipulation for ads and catalogs.
- Created Flash designs and PowerPoint presentations.

Clients

Medical/Pharma: Roche, Pfizer, Synvisc, ACCME, CareerMD.com

Retail: Macy's, No Yolks Noodles, Wacky Mac Pasta, Savvi Formal Wear, Motorola, Tru Vue Glass

Entertainment: Corporate Magic, SimoneElkeles.com, Metropolis Theatre, DavidKovac.com, Stealing Kisses

Corporate: Jones Lang LaSalle, McKinzie & Company, Click Software, SPSS Software, New York Court System

Agencies: Regan Campbell Ward, Young and Rubicam, StarCom/MediaVest, Spark Advertising, Vivaki, Devito/Verdi, Rosen & Brichta, Bernard Hodes, YBrand, Questar/LM&P, Centron, Lipman Hearne

DraftFCB Healthcare, Lyon-Heart — New York, NY

Interactive Project Manager (Freelance) 12/2009 – 06/2010

- Led the digital team in managing interactive projects from inception to completion.
- Created scope of work, timelines, and estimates for the account team.
- Monitored projects to ensure that deadlines were kept and client expectations were met.
- Consulted with creatives and developers on best practices.
- Projects included: websites, Pfizer CUE, banner ads, emails.

Clients: Pfizer (Aromasin, Estring, Caverject, Depo Sub Q, Depo Medrol, Zmax)

SK+G — Las Vegas, NV

Director of Creative Services (Consultant) 11/2005 – 06/2006

- Consulted on policy and procedure for the studio as well as the entire creative department for a rapidly growing entertainment ad agency. Took over all hiring and firing duties for the department.
- Directly managed 18 people in the print production studio and retouching departments and succeeded in making the work day shorter and the production level higher, improving overall morale.
- Changed and improved the workflow for 22 art directors and designers by defining roles in a hectic department and acting as mediator for trouble spots.
- Provided training for studio and creative personnel to streamline workflow between the two departments.
- Played an active role in agency management meetings and account status meetings.
- Acted as consultant to the director of operations for agency-related needs in the big picture by creating ways to increase revenue and implementing a proofreading department where none existed before.
- Trained my successor to run the department using the management techniques that I introduced.

Clients: Luxor, Borgata, W Hotel, MGM Grand, Wolfgang Puck, The Mirage

GSW Worldwide — New York, NY

Studio Manager, Multimedia Manager, Art Director 04/2004 – 08/2005

- Key player in building the studio from the ground up in this pharmaceutical ad agency.
- Lead designer/production artist in the studio including retouching and pre-press.
- Art directed and produced all videos, motion graphics, flash, and PowerPoint presentations.
- Continually worked on new business presentations and initiatives.
- Attended status meetings and provided advice on jobs going in or out of the studio.
- Hired and managed freelancers.

Clients: Pfizer, Merck, Par, Trident, Champion Mortgage

SpotCo — New York, NY

Senior Production Artist 10/2002 – 10/2003

- Produced some of the most dynamic ads, marquees, subway posters, billboards, direct mail pieces, and other marketing materials exclusively for many hit shows in the Broadway theatre industry.
- Executed hi-res retouching to celebrity approval as well as photo manipulation to producer's satisfaction.
- Took direction from art directors and provided advice on designs for best printing practices.

Clients: Rent, Chicago, Avenue Q, Baz Luhrmann's La Boheme, Anna in the Tropics, The Goat, and more.

Skills

Web Design
Flash Design
Print Design
Presentation Design
Motion Graphics Design
Video Production
Production Art
Image Retouch
Project Management
Organizational

Software

InDesign
Photoshop
Illustrator
Final Cut Pro
Motion
Soundtrack
Compressor
Logic Pro
Flash
Dreamweaver
PowerPoint
MS Word
Excel
Microsoft Project

Education

University of Wisconsin,
Milwaukee

Major:
Mass Communications
Radio and Television

Minor:
Philosophy/Theatre

