

creative | art director | media designer

Skills

Account management, creative and art director. Responsive communicator. Strong work ethic. Enthusiastic collaborator.

Elmer Bancud is a creative/art director and media designer with disciplines in print, interactive and motion graphics. Elmer has studied at Minneapolis College of Art and Design and earned his Graphic Design degree at Brown College (MPLS, MN) in 1995. Elmer gained creative experience as a junior Art Director at Serino Coyne Inc., a NYC ad agency focused on Broadway theatrical productions. Accounts included Cats, Bring in Da Noise and Phantom of the Opera.

Prior to Serino Coyne, Elmer has held a Design Director position at the Knitting Factory NYC. Roles performed at this known jazz club and record label include creative and art director, design director and curator for the in-house art gallery. Designs include print ads, one sheets, recording artist CD designs and in-club identity.

Moved back to the westcoast in 1999, Elmer embraced the interactive world and held art director positions at Emerald Solutions, Zcom, Olive Studios, and Egghead.com. These positions provided deep multimedia experience with a focus on conceiving and development of dynamic UI design, branded experiences and usability.

As a creative principal at Funnelbox - a film and video production group, designing for 2d, 3d animation and motion graphics for web, broadcast and DVD environments was put in play.

For the past 13 years Elmer has been directing his own studio for direct clients, agencies and marketing departments developing brands, concepts, marketing materials, mood boards, trend scouting, interactive products, and identity materials.

Clients include:

PICA, SIMNSA Health Care, Mallory Hotel, Boeing, Subway, Singapore Airlines, Haglund Kelley Law, Campaign for Mayor Tom Potter, Celestial Seasonings, Cargo Inc., Hathaway Dinwiddie, Olivia Travel, Nike, Columbia Sportswear.

Elmer stays involved in the community as a former board member of the Portland chapter of the AIGA. He has taught interactive design at Portland Community College, hosted a weekly radio program on Portland radio KBOO for seven years and coached youths in basketball leagues for Brooklyn, NY and Portland, ORE.

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Objective

To live life and design like water, you put water in a cup, it becomes the cup. You put water into a teapot, it becomes a teapot. Now water can crash, drip, flow...

Experience

Art Director, Interactive Art Director

Freelance. Poof Magazine, Portland, OR - 2002-present

Worked directly with creative directors, writers and art directors from TV, print to concept engaging online creative for a variety of clients. Responsible for interactive art direction, design and leading teams of designers, developers and vendors to deliver solutions.

Instructor

Portland Community College, Portland, OR - January 01-January 03

Instructor for interactive multimedia course with emphasis on graphic design, UI design, and usability for the Web.

Partner, Creative and Art Director

Funnelbox Inc., Portland, OR - September 01-January 03

Lead Creative and Art Director with emphasis on Motion Graphics for Broadcast, DVD, Interactive Video.

Art director, UI designer Flash developer.

Emerald Solutions Interactive Group/Zcom, Portland, OR - April 00-June 01

Interactive Art Director and lead Flash Developer creating enhanced user experiences.

Interactive Art Director

egghead.com, Portland, OR - March 99-January 00

Art director, multimedia designer, UI design, online advertising design, print catalog layout design.

Junior Art Director.

Serino Coyne Inc., New York City, NY - 1997-1999

Under art and creative director supervision executed print designs.

Emphasis on typography, photo imaging, print production, comps and creative concepting.

Design Director

The Knitting Factory, New York City, NY - 1996-1997

Execution and management of all things creative for this renowned music venue in Tribeca, NYC.

education

Brown College of Graphic Design 1996

BS in Graphic Design

Minneapolis College of Art and Design