



Double Dog
PRODUCTIONS

2741 W. Jerome St.
Chicago, IL 60645
(773) 480-6732

doubledogproductions.dani@gmail.com
<http://doubledogproductions.com>

R E S U M E

CAREER PATH

DoubleDog Productions, Chicago, IL
1991-Present Title: Principal/Creative Director

IdeaMedia Communications, LLC, Delray Beach, FL
2008-Present Title: Creative Director

Advocacy Solutions, LLC, Delray Beach, FL
2005-2007 Title: Creative Director

Scrubs Creative Group, LLC, Oakbrook, IL
2002-2005 Title: Partner

Kurtzman+Slavin Communications, Northfield, IL
1995-1996 Title: Creative Director

Foote, Cone & Belding, Chicago, IL
1983-1991 Title: Senior Art Director

Grey Advertising, Chicago, IL
1982-1983 Title: Art Director

First National Bank of Chicago, Chicago, IL
1980-1982 Title: Print Designer

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CLIENTS & BRANDS

Zebra (2015-Present) Created brochures and technical illustrations for this cutting edge micro-printer, scanner and point-of-purchase technology company while consulting for the Tanglin Group.

Minasian.com (2014-Present) Developed custom website and theme with Bootstrap, Sass, and Wordpress for The Minasian Rug Co. in Evanston IL. Most recently building a new gallery featuring the exquisite antique oriental rug collection of Kareem Abdul Jabbar.

Nadine Tosk Communications (2014-Present) Developed newsletters, logos, eblasts and event invitations for the cosmetic dermatology industry. Also developed an infographic for the Optical Society of America announcing their annual technical prize.

LA-CO Industries (2014 - Present) Assisted Bill Brichta of Shape Strategies in pitching, winning and developing graphic and gritty industrial print and digital advertising, landing pages, promotional materials, wall graphics and trade show booths and displays for Markal and Tempil, leaders in the manufacturing of markers for the welding, construction and heavy manufacturing industries. Location photography was shot by the great Jim Gallop.

SIJ.com (2013) Designed and developed this conceptual new website for SIJacobsen, an OEM packaging design and manufacturing company based in Waukegan IL with facilities in China and Indonesia. Writing by Bill Brichta.

CLIENTS & BRANDS (CONTINUED)

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MeyerMediation.com (2013-Present) Designed & developed logo, stationary and website for this new Mediation practice. Copywriting by Bill Brichta, and photography by Bob Keeling.

BerlinerGroup.com (2013-Present) Built website and Wordpress blog for Chicago arbitrator, mediator and real estate developer Robert Berliner.

Out of Home Advertising (2012) Created new logo, custom QR codes, as well as aerial, bus, digital animated bus shelter and fixed, billboards for this new division of the Outdoor Advertising Association of America featuring large scale interactive digital and "augmented reality" advertising solutions for the new millenium. My client was the incomparable writer Charlie Robb.

Daily Herald, Subscriber Total Access – (2012) Developed digital and newspaper advertising, custom QR codes, and website landing pages for this 400,000+ daily circulation newspaper bringing news and special events to the web, tablets and mobile devices.

Shape Strategies – (2012- Present) Created a logo and web landing page for this branding and strategy company.

Duncan Entertainment – (2011- Present) Designed, developed and coded a new website for this socially conscious photographer, documentary film director, producer, writer and adventurer.

Titan First – (2011) Designed new logo and developed, a website for this new structured settlement company.

Gurnees Got It Website, Village of Gurnee Illinois – (2010) Developed, a back end application for this municipality which enabled consumers to enter a contest and opt-in to be able to download and print vendor coupons on the fly. PHP and MySQL.

Unbridled Culture Website, Kentucky Tourism – (2010) Designed and developed this website enabling consumers to enter to win a free trip to Kentucky. PHP and MySQL.

Optimus Funding – (2009) Wireframed, and coded this application which enabled real estate professionals to login and choose from 1 of 3 custom designed brochure templates, upload property photographs, branding, a personal portrait, and contact information as well as 3 - 4 loan scenarios. Then publish a high resolution pdf to the desktop to be printed in color as needed. PHP and MySQL.

Sabre Café – (2007 – 2008) Named, branded and designed logo and packaging for this coffee importing company's "Brazilia Joe" coffee beans from Brasil. This company increased profit margins by utilizing a unique and efficient distribution chain.

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GWC – (2006 – 2007) Developed, designed, and produced branding, print and TV advertising as well as a Flash animation enhanced English and Spanish website using CSS and PHP, customized response and 800# implementation for this large Chicago personal injury law firm resulting in significant business growth via click-through, tracking and case follow-up. Supervised coding of the website.

Cooney & Conway – (2006 – 2007) Created print advertising for this Chicago law firm specializing in the litigation of Mesothelioma cases. This advertising resulted in seven new cases which contributed to this firm's earning over \$45 million in settlements in '06.

Timberlake Media Services – (2005 – 2006) Designed and developed a Flash website for this media company.

LaSalle Bank/ABNAMRO – (2005 – 2007) Designed and produced a number of Flash interactive streaming video tutorials for this Chicago bank's website. Media was deployed using streaming media service provider VitalStream.

Burrito Beach – (2002 – 2005) Created an animated Flash intro and website for this growing fast, fresh - mex restaurant featuring catering and online ordering.

Motorola – (2003 – 2007) Provided design, illustration, and PowerPoint presentation services to this global mobile technology leader in the following product brands and categories:

- Canopy - Municipal Broadband Solutions
- Lifecycle Services
- Marketing and Engineering Solutions

The Expert's Bench – (2001 – 2003) Created branding, brochures and a website utilizing html, CSS, and Flash for this marketing recruiting firm.

Galena Tourism – (2005) Developed Flash streaming video content for this popular resort, recreation and spa destination.

Elizabeth Robert Designs – (2005) Designed, supervised development and deployed a dynamic custom e-commerce website using PHP and MySQL for this teak furniture importer.

Auvo Technologies Inc. – (2002) Developed initial branding, brochure, and website for this start-up voice over IP company.

Rynne Marketing Group – (1991 – 2001) Created print and TV advertising while consulting for this healthcare marketing firm. As a result of my work Rynne won numerous awards for excellence in Healthcare advertising

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Nordic Track – (1995 – 1996) Created print advertising for this company while working at Kurtzman + Slavin Communications.

The Steppenwolf Theatre Company – (1995) Commissioned to design, illustrate and produce an 8' X 78' digital mural for the Steppenwolf Theatre Company, Chicago. (Installed October 2, 1995 to commemorate their 20th anniversary season.)

W.W.Grainger – (1993-1996) Worked as a consultant designing and illustrating direct mail brochures for this national industrial supply company.

Kemper Funds – (1993) As a consultant for TLK Worldwide I created print and TV ads for this national fund management firm.

Proctor and Gamble – (1991-1992) Created print and TV advertising for this corporate giant while consulting for TLK Worldwide on the following brands:

Lean Cuisine
Vidal Sassoon Hair Care Products

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S.C. Johnson – (1984 – 1991) While at Foote, Cone & Belding Advertising (Now Draft FCB) I created and produced print and television advertising for the following brands and product categories:

Furniture Care
Raid Insecticides
New Products

Kraft General Foods – (1984 – 1991) While at Foote, Cone & Belding Advertising I created and produced print and television advertising for this global packaged goods corporation working on the following brands:

Miracle Whip
Barbecue Sauces
Celestial Seasonings Teas
Macaroni & Cheeses
armesan Cheese
Corporate Advertising
New Products

COMPUTER PROFICIENCY

Applications: Adobe CC2015 Photoshop, After Effects, Illustrator, InDesign, Flash, and Dreamweaver. Also Keynote, and Powerpoint.

Coding Languages: Advanced proficiency: HTML 5, CSS 3, Sass, Bootstrap, Wordpress, PHP, and MySQL. Advanced working proficiency in Javascript and jQuery.

System and Server Platforms: Macintosh, UNIX and Apache

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PROFESSIONAL AWARDS

1983: International Association of Business Communicators Spectra Award

1988: International Typographers Association – Finalist (Kraft Grated Parmesan campaign)

1988: International Advertising Festival of New York –Finalist (Marquessa Chocolates)

1997–2001: Tellys – 7 gold, 3 silver

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ADDITIONAL CREDENTIALS

1988: Participated as panelist in Eastman Kodak's "Images in Progress" series

1985: Participant in Foote, Cone & Belding's "International Advanced Advertising Program"

2007: Attended Adobe Max Conference

2012: Attended PADI Business Academy

ACADEMICS

University of Wisconsin, Milwaukee, WI
Milwaukee Area Technical College, Milwaukee, WI
College of Lake County, Libertyville, IL
Spertus College of Judaica, Chicago, IL

SPECIAL SKILLS

Interactive streaming media design, motion graphics, digital retouching, underwater videographer, and PADI Master Scuba Diver Trainer #177831 (retired).

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REFERENCES

Bill Brichta – Shape Strategies, Client - bill@shapestrategies.com, (312) 316.0701

Eric & Madhu Gresla – Gresla Architects, Inc., Client (773) 616.7988

Trish Cusack – Tanglin Group, LLC, Zebra, Motorola, Client trish.cusack@tanglingroup.com, (630) 732.0488

Nadine Tosk – Nadine Tosk Communication Inc., Client (847) 679.3984

Bill Youmans – Film Director- Bill Youmans Productions, Client, President, JDVIP, TitanFirst, Idea Media Communications, Advocacy Solutions LLC, Client - bya@aol.com, (312) 649.2400

Leesah Jacobs Givot – My Sweet Body Endermology, Client scout155@yahoo.com, (310) 251.7655

Carney Minasian – The Minasian Rug Company, Client carney@minasian.com, (847) 864.1010

Chip Duncan – Film Director, Writer and Producer - The Duncan Entertainment Group, Client- chip@duncanentertainment.com, (847) 338.7447

Robert Berliner – Lawyer, Arbitrator and Mediator, Client The Berliner Group, rberliner@berlinergroup.com, (847) 338.7447

David Meyer – Lawyer and Mediator, Meyer Mediation, Client dpmeyer@meyermediation.com

Larry Futterman – President (retired), SJacobsen Inc., Client lsfut@aol.com

Stephen Saldanha – CEO of JDVIP, TitanFirst, Idea Media Communications, Advocacy Solutions LLC, Client - stephen@titanfunds.com>