

Bina Titus

btitusdesign@gmail.com

webadrenaline.com

tinyurl.com/btitusrecent

415 484 2233

Experience

Zoom Systems, Inc. San Francisco, July 2008 - Ongoing

Art Director

Concept and experience design of interactive touchscreen interfaces (Flash) for brands such as **Apple, Sony, Best Buy, Sephora, Macy's, Proactiv, Rosetta Stone** and more. Zoom's automated retail stores and customer interfaces are each custom designed to match our client's brand. My responsibilities include interface and machine branding designs, ad campaigns, logos and Zoom company collateral. Beyond pure visual design, I also am responsible for wireframes and user experience standards. Employee of the Month for October 2008.

Asyncast Corporation, Campbell, April 2008 - June 2008

Creative Consultant

Concepts and design behind corporate brand initiatives, product development and all outbound creative. Working with technology group to create original flash animations and motion graphics components for the product marketing, new business and interactive departments. User interface prototyping and final production graphics. Vendor relationship coordination and management.

TravelSmith, Novato, October 2004 - March 2008

E-Commerce Senior Designer

Art direction, concepts, design, layout and core illustration. Responsible for the creation and publishing of new graphic elements and all HTML/CSS templates for travelsmith.com. My design responsibilities included email and CRM campaigns and all online product layout and presentation. Consultation on new branding initiatives and product identity issues. Creation of everything from interactive Flash animations to dynamic content templates to color matching and photographic retouching. In addition to my online design responsibilities I also supervised the production art team and acted as in-studio art director for all product photography.

Mammoth Mountain Ski Area, Mammoth Lakes, February 2004 - May 2004

Graphic/ Web Designer

Design, illustration, layout and production art for all advertising collateral and online projects. Creation of corporate identity, branding, brochures, postcards, newspaper/magazine ADS. Placement in major ski magazines such as **SKI, Powder, Free Skier** and others.

Ideum, Sausalito, September 2001 - April 2003

Senior Web Designer, Illustrator

Broad-ranging concepting, design, illustration and production responsibility for web sites, interactive rich media, DVD/CD-ROM interfaces and packaging plus many other types of projects for a variety of clients including **NASA, ASPCA, Exploratorium, Adobe, Leonard Bernstein Center, GRAMMY Foundation** and more.

ISP Kenya, Nairobi, Kenya, January 2000 - August 2000

Web Designer

Creative: Graphic and web design with the aim of implementing the vision of the directors.

Administrative: Web administration - registration of domains and configuring email accounts.

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Skills

- Adobe CS4 products such as Photoshop, Illustrator, InDesign, Flash, After Effects and Dreamweaver.
- Web Development XHTML, CSS, basic JavaScript and ActionScript (events for animation, etc.)
- Operating Systems: MAC OSX, Windows

Education

San Francisco State University, College of Extended Learning, Multimedia Studies Program(MSP) 2000-2002
Graduated, Certificate Program - Internet Design and Technology

Teacher Assistant (TA) at the Multimedia Studies Program at SFSU for Dreamweaver, Flash, Photoshop, Illustrator, HTML and Principles of Programming.

Cybercol Ltd. Nairobi, Kenya, 1995-1998
Institute of Management Information Systems, Associate Degree, (UK accredited).

Computer Training Center, Nairobi, Kenya 1992-1994
Association of Computer Professionals (ACP), Advanced Diploma in Computer Studies (UK accredited).

Awards & Honors

Robert Bell Outstanding Achievement Award, San Francisco State University,
in recognition of outstanding overall performance.

Award Winning Designer:

San Francisco Design Center, "30 under 30" - selected as among the top 30 designers under the age of 30.

Published Illustrator:

Adobe Illustrator 10 Virtual Classroom in a Book

Featured Artist:

- National Association of Photoshop Professionals Photoshop User "How To" Magazine
- Web 2001 Conference - Exhibited art piece, "my fall"
- SFSU Multimedia Studies Program Catalogues, Summer 2001 (May-August), Fall 2001 (August- December)

References available upon request.

I am a US Citizen