

CURRICULUM VITAE
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2009

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work

Zeros 2 Heroes Media . Jan 2009-Present Art Director

gamut . creative strategy & leadership, team management, brand development, art direction, graphic design, content strategy

summary . Zeros 2 Heroes Media is a company which performs online comic book development and publishing, and the creation of branded social collaboration networks (social networks with an emphasis on collaboratively produced user-generated content). My responsibilities have placed me at the creative helm of the conception, design, and content strategy for a number of different high-profile social collaboration networks which serve as the primary digital extensions for various entertainment brands, including leading the design group responsible for **loveheartland.com**, the official fan-site for the CBC television drama *Heartland*, and the accompanying Mixed Media Magazine which provides exclusive, premium content about the show and its cast. In addition to being responsible for the creative output of the web-facing side of the studio, I've also been responsible for providing art direction and design for various aspects of Z2H's print offerings, and the production & formatting of large, elaborate pitch documents for various grant funding initiatives.

Suite 101 . Oct 2008-Feb2009 Contract Art Director / Graphic Designer

gamut . creative strategy, brand research, art direction, graphic design

summary . Participated in a short, highly focused project to explore, refine, and redefine the acquisition and entry experience for the core user base of a prominent online writing and publishing portal. The core challenge of this project was to collaborate with a small team of information architects and experience designers to improve the engagement and retention of new writers, and help them to easily understand the portal's business model, submit writing samples, and ultimately help them transition from the application process into full participation on the site.

Riptown Media / Fiver Media . Nov 2006-Nov 2008 Asst. Creative Director / Creative Producer / Senior Interface Designer

gamut . creative strategy & leadership, brand development, art direction, graphic design, interaction architecture, mentoring, management of tech resources, project management, flash development

summary . Riptown Media was a Vancouver-based media and communications firm which functioned as the product design and content development arm of Bodog, an international online gaming and entertainment company. I spent over a year leading the conception, functional strategy, and design of an ambitious and large-scale initiative to create an immersive broadband media portal that served as the primary delivery platform for a multitude of online video content channels, and supported community interaction and content creation. The site boasted advanced content management, a sophisticated tagging system, and a modular and hierarchical approach to content association. These all served as the foundation for a complex, feature-rich multi-mode playback application and media library, with user-specific interface preference-modelling and content customization. During the course of the project I wore several hats, ranging from conceptual planning and IA, to visual design, to project management, all while adapting to an evolving set of business requirements. I also acted as the primary creative and functional liaison with the third-party developers that were contracted to perform the CMS integration for the project.

01

MacLaren McCann . Sep 2004-Mar 2006
Flash Developer / Interaction Designer

gamut . actionscript programming, project consulting, design group collaboration, usability consulting, information architecture, resource coordination, audio production and direction, site optimization, dynamic content management integration

summary . Working in-house as a member of MMDI's small-but-mighty flash development group, I was responsible for collaborating heavily with both the design and tech teams throughout the lifespan of projects in order to bring cutting edge interactive marketing initiatives to life for such clients as General Motors, Rogers Cable and Wireless, Intel, Microsoft, and Nestlé. Typically working under highly aggressive timelines, I would work with different brand groups in order to translate static concepts into interactive environments for outbound (web, kiosk, and CD-ROM) media initiatives, and as components of complex, integrated, media and information-rich destination sites such as the General Motors Canada website (www.gmcanada.com). In addition to these roles, my collaboration on projects frequently extended to the acquisition, preparation, and aggregation of third party content and media, creative brand writing, usability consulting, and site information architecture.

Hyro Technologies / Ford Australia . Jan 2004-June 2004
Flash Developer

gamut . actionscript programming, site optimization, xml content management integration

summary . While living in Melbourne Australia I was employed as a Flash developer, and worked primarily on the Ford Australia website, both providing updates and maintenance to the existing content, and progressively updating and modernizing the underlying technology in order to facilitate future content and template management.

Blast Radius/Sony/Fairmont/ . Contract, Dec 2002 - April 2003
Contract Design Lead

gamut . concept development, concept realization, information architecture, creative strategy

summary . A few months after the previous work for Sony's VAIO brand, the resident creative team left Organic to work for Blast Radius, and took the client with them. Due to my familiarity with both the creative and client side teams, and my previous work with the brand which was well received, I was hired once more, this time in a primarily creative capacity. The task this time around was to generate blue-sky pitch material for an ongoing campaign highlighting Sony's philosophy of 'Total Lifestyle Integration'. Working closely with the Creative Director, Peter Jin Hong, we brainstormed and executed interactive flash environments which dynamically presented use-case scenarios involving three different types of fictional users, and the overlapping narratives they generated through their collaborative use of Sony products. I also spent several months on site concept design for Fairmont Hotels' online presence.

Organic/Sony VAIO . Contract, Aug 2002 - Oct 2002
Flash Development / Graphic Design / Motion Design

gamut . design, concept extension, information design, motion graphics flash development w. xml integration

summary . A short flash-development contract on an aggressive schedule to create an interactive microsite for Sony's VAIO range of laptop computers and accessories. The microsite featured a rich product tour for each model, along with an interactive product comparison tool. The microsite was in-market for over a year, and was updated several times.

Bluespark . Sep 2001 - Mar 2002
Senior Designer

gamut . concept development, concept realization, information design, creative strategy, new business development, flash development w. xml integration

summary . During my stay at Bluespark I had the opportunity to acquire Flash skills, as my role included both lead design responsibilities, and the majority of multimedia development taking place at the time. While there I contributed to and/or led projects for such clients as Rogers Media, Grocery Gateway, GlaxoSmithKline, and TVOntario, as well as developing a video presentation to drive sales in the first quarter. My responsibilities also included resource management, and the mentoring and education of other design staff.

OVEN Digital . Aug 1999 - Feb 2001
Senior Designer

gamut . concept development, concept realization, information design, creative strategy, new business development, front end development

summary . I was employee #3 at Oven's Toronto office, and worked there from day one until we closed our doors in the midst of the dotcom crash. Starting as a junior designer, I mentored closely with the creative director, and quickly assumed a design leadership role, becoming Intrinsically woven into the fabric of OVEN's design community, both locally and globally. I worked closely with Starwood / W Hotels, Best Buy, INEXTV, Shift Magazine, Probono.net, The Leaf Initiative, RentAnything, Shift Magazine (the Canadian one), and Playdium in conjunction with Microsoft. I headed-up such internal efforts as the complete information/visual design of OVEN's corporate intranet, including a comprehensive global resource allocation and project planning toolkit. I also did a bit of print work, both for a probono lawfirm, and for outbound Oven advertisements placed in Shift magazine. Also had gobs of fun, and traveled a bunch, participating on projects in San Francisco and New York.

Modem Media . Poppe Tyson . July 1998 - Aug 1999
Front-end Developer / Junior Designer

gamut . general pixelmopping, irritating my colleagues with my music

summary . Worked as a junior designer, and was responsible for executing IBM's interstitial advertising and banner advertisements. Also responsible for Director/Lingo development (what little there was), and editing/compositing of video promotional materials. Worked with Coca Cola, IBM, AT&T, Raid, Jamieson Vitamins, Scotiabank, Hot Docs, and Alamo Rent a Car.

03

education

International Academy of Design . eleven months Digital Media Design

gamut . interaction theory, information design, typography, director, lingo, flash, actionscript, dhtml, css, javascript, video editing/compositing

summary . tightly packed course in new media design and development focusing heavily on the applied techniques used in the creation of interactive web and CD ROM content and environments. More software specific than theoretical. A good launching platform into the industry.

Grimm Studios . thirty months Audio Engineer

gamut . studio maintenance, signal path auditing, recording setup and engineering, sound design, music production, band needs assessment, signal processing, digital asset management, audio mastering preparation

summary . worked as a voluntary intern for Grimm Studios, a small digital studio in Burlington run by the assistant program head of Harris Institute for the recording arts, himself an alumni. Completed the entire Harris institute curriculum, while applying and using advanced technique and theory in the studio environment. Loved it so much that I stayed for over two years, and formed a band with the owner. We played at Lee's Palace once. We sucked.