

# Colby Parson

## Digital Art Director / Developer

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### Experience

Senior Digital Art Director August 2014–Present  
Tata Consultancy Services  
Santa Clara, CA

Responsibilities in my current role include digital art direction, interaction design, print design, prototyping, front-end development and a variety of problem solving/concept-oriented tasks for a wide variety of high-profile global clients including: Fiat Chrysler, Hasbro, Land Rover, Jaguar, Sony Pictures, L'Oreal, Petco, Vodacom, United Airlines and Singapore Airlines to name a few.

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Senior Interactive Designer May 2014–July 2014  
Disney ABC Television Group  
Burbank, CA

As a contract Senior Interactive Designer for Disney ABC, I was heavily involved in the concepting, design and development of interactive prototypes. My role was primarily intended to bridge the gap between the design and development teams by coding front-end interaction demonstrations that conveyed functionality envisioned by the creative leads to the developers. Additionally, I was responsible for a variety of design and content related tasks to help support the Web group.

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Digital Art Director March 2014–May 2014  
MoreYellow  
San Juan Capistrano, CA

Development, as well as design factored heavily in my role as Digital Art Director at MoreYellow. I was involved in a wide range of projects, including the development of engaging HTML5/Javascript sites, Flash banner design and development, mobile site development and Email templates. Additionally, I was involved in the creation of site wireframes, Web design, packaging design and other miscellaneous conceptual or creative endeavors.

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Lead Web/Interactive Designer August 2012–March 2014  
Acer, Inc.  
Irvine, CA

I loved my time at Fuse Interactive, but decided to return to Acer in August 2012 to reprise my role as Web designer after much encouragement from my former manager there. My responsibilities were expanded to include a variety of Acer projects, including assistance with the redesign of the global company Web site and helping manage content for various social networking sites.

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Digital Art Director July 2012–August 2012  
Fuse Interactive  
Laguna Beach, CA

I designed and helped produce a number of Web sites, mobile applications and social networking site projects during my time at Fuse Interactive. My work focused primarily on the Kawasaki brand of motorcycles, ATVs and Side x Side vehicles. Though I was only at Fuse for a short time, I provided art direction on 3 projects that earned 2013 ADDY awards.

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### Contact

colbyparson.com

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### Software and Skills

#### Design / Development Software

Adobe Photoshop CC  
Adobe Dreamweaver CC  
Adobe Flash CC  
Adobe InDesign CC  
Adobe Illustrator CC  
Microsoft Office  
Sketch  
Adobe Audition CC  
Avid Pro Tools  
Propellerhead Reason  
Adobe After Effects CC  
Adobe Premiere Pro CC  
Adobe SpeedGrade CC

#### Development Languages

HTML5  
CSS3  
Javascript  
Actionscript 2, 3

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### Selected Clients

ABC / Disney  
Epson  
First American  
Gateway  
Kawasaki  
Konami  
Lego  
Microsoft  
Packard Bell  
Sony Pictures  
United Airlines  
UPS  
Verizon Wireless  
Warner Brothers  
Yamaha

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Digital Art Director  
Marshall Advertising  
Costa Mesa, CA

July 2011–July 2012

As Digital Art Director at Marshall Advertising, I was involved in a wide variety of projects for high-profile clients including: Yamaha, Toyo Tires, and The Toll Roads. All projects required expert knowledge of design and development practices, as well as, intimate involvement throughout the conceptual, creative and developmental stages of production. In addition to providing creative direction and project coordination support, I demonstrated my expertise with a wide range of software and programming skills. I was awarded a 2012 ADDY for a development project that was the most highly awarded project for the year at Marshall and that was subsequently elevated to the national awards level. I also provided design and development on several projects that were awarded 2013 ADDY awards.

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Web Designer  
Acer, Inc.  
Irvine, CA

November 2010–July 2011

I was responsible for a wide variety of design, development, project coordination, and production related tasks in my role as a contract Web Designer for Acer / Gateway / eMachines / Packard Bell. While my work primarily focused on the visual identity of the Gateway.com site and the 2011 redesign project, it was also required to supplement the Acer, eMachines and Packard Bell sites.

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Interactive Designer/Graphic Designer  
First American Title Company, Inc.  
Santa Ana, CA

July 2010–November 2010

I helped fill a number of design, development, and project management related roles while working as a contract designer for First American Title. These tasks ranged in nature from the design and layout of print materials (advertisements, inserts, posters, and packaging) to Flash Web design and development, banner advertisement creation, online training module development, Email design, video/motion graphics editing, and the creation/modification of informative interactive brochures.

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Interactive Designer  
Konami Digital Entertainment, Inc.  
El Segundo, CA

March 2010–July 2010

As a contract Interactive Designer for Konami, I was required to design and develop dynamic Web sites, apps, and other digital assets using Flash, Photoshop, CSS and HTML. My work has been utilized to showcase a variety of exciting video game titles in a wide range of genres. Additionally, my skills were employed in the creation of downloadable desktop applications using Adobe Air, Flash presentations to support internal projects, and to create assets for deployment on Konami.com including, but not limited to Flash video players, page backgrounds, and page structure modifications.

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Interactive Designer  
Arbonne International  
Irvine, CA

April 2008–March 2010

I performed a variety of design and production oriented tasks while working with the Arbonne International Creative Web team including: creating Flash banners and rich-content applications, Flash Facebook tabs, designing promotional newsletters, Web page design, updating content for consultant pages, overseeing Web updates and managing the promotion of associated files, updating product special and shop online pages in multiple languages, creating product knowledge sheets using Adobe InDesign, as well as creating Flash-based training modules for ArbonneUniversity.com, an associated Web site. As a member of the exclusive Interactive Design team, I was called upon regularly to provide creative direction and development solutions.

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## Education

B.S. Business Administration  
Emphasis: International Business,  
Business Management

The University of Montana  
Missoula, MT

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## Awards & Honors

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### 2014

Honorable Mention, Awwwards  
Interactive Development  
Mad Max / West Coast Customs  
Microsite

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### 2013

ADDY Awards  
Interactive Design/Development  
Toyo Sweepstakes Rich Media

ADDY Awards  
Interactive Design/Development  
Toyo Proxes T1 Sport Banners

ADDY Awards  
Art Direction  
Kawasaki Ninja 300 Microsite

ADDY Awards  
Art Direction  
Kawasaki Ninja ZX-6R Microsite

ADDY Awards  
Interactive Design/Development  
Toyo Proxes4+ Online Banners

ADDY Awards  
Interactive Design  
Kawasaki Ninja ZX-6R Mobile

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### 2012

ADDY Awards  
Interactive Development  
Marshall Holiday Pinball Game  
Facebook Application