



John M. Policano

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QUALIFICATIONS

Throughout my career I have worked for a broad range of clients and encountered all types of interactive projects. I am very hands on and enjoy being involved with every part of the process from brainstorming to launch. My time working at agencies has given me invaluable experience working with clients as well as working in various size teams that sometimes spanned multiple offices.

EXPERIENCE

2009-Present Freelance Interactive Art Director & Flash Designer/Developer

Working for multiple agencies in different capacities. From consulting on a brand launching its presence online to flash design and development.

2006-2009 Interactive Art Director, Broadleaf Creative Group

Creative and technical lead on interactive projects, playing a major role in taking projects from creative brief to launch. Responsible for managing any creative resources or vendors needed to get projects done on time and within budget. Work closely with IT team to find the best solutions for our clients and to ensure our projects work and look as planned.

2004-2006 Associate Interactive Creative Director, Arnold Worldwide 1999-2004 Senior Designer/Developer

Interacted directly with clients to deliver projects on time and within scope. Composed timelines and budgets for new projects. Trained and assisted design staff. Developed integrated concepts to fit with clients existing advertising. Created and coded Flash based games, websites, applications, rich media ads and flash banners.

1996-1999 Animator/Designer, National New Media: New York, NY

Produced slates and titles for television spots and shows. Created animations for television and websites. Developed websites using HTML, JavaScript, and Flash.

SKILLS

Proficient in Photoshop CS4, Fireworks CS4, Illustrator CS4, Flash CS4, Dreamweaver CS4, and Quicktime Pro; Proficient in Actionscript 2.0 and 3.0; Proficient in rich media technologies such as Eyeblaster, Pointroll, and Dart Motif; Knowledge of HTML, Javascript.

MY PUBLICATIONS & ARTICLES

Flash 5 Primer, Prentice Hall 2001

An intermediate Flash book covering some basics of Flash design through some more complex Actionscripting.

Flash and CGI, InformIT.com

This article covers the creation of a form in Flash that interacts with a CGI script to send an e-mail.

Advanced masks using ActionScripting, MXInsite July 2002 Issue

This Advanced Actionscripting article shows how to use the Drawing API of Flash to create a mask.

EDUCATION

March 2008 Actionscript 3 Class, E-Tek Training

1992-1996 B.A., Communications; Minor, Business Administration, Seton Hall University