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Introduction

Multimedia creative with over eighteen years of constructing online and print campaigns for world recognized brands. Proficient in concept and development for large interactive advertising campaigns as well as online gaming and mobile media, strategy and usability. My creative work has been recognized throughout the industry and has won numerous awards, including a Cannes Lion, Key Art and Flash Forward awards. Other work has appeared in Communication Arts, Ad Busters and various online publications.

Professional History (Interactive Advertising)

Microsoft, Seattle, WA

2009 - Present

Associate Creative Director - Microsoft Advertising: BEET

- Work closely with brand strategy to build multi-year, cross-platform (*Xbox, PC, mobile*) global solutions for *Coca-Cola* and *Johnson & Johnson*.
- Assist in developing new design and development process between separate groups within *Microsoft Advertising* to maximize efficiency and quality control.
- Manage Creative and Marketing Director's expectations with the design team and act as a mentor to lead creatives in daily tasks including art direction, concept development, scheduling and positioning.
- Act as creative lead on emerging market opportunities for *Kellogg's, Kraft* and *P&G* to open up new business in Latin America and Canada.
- Advocate emerging technology in the mobile and social space to be introduced into future creative pitches and partnerships.
- Lead client meetings and creative presentations as well as speak on behalf of *Microsoft Advertising BEET* in round tables and forums.

The New Group, Portland, OR

2007 - 2008

Associate Creative Director

- Involved with new business pitches creating campaign concepts, design and strategy which lead to new contracts.
- Developed new pitch strategy and design for TNG's ongoing pitch process.
- Managed Creative Director's expectations with the design team and help lead creatives in daily tasks including art direction, concept development and positioning.
- Acted as creative lead on new initiatives for *The Grammy's* and *EMI*.
- Assisted in client meetings presenting concepts, design and strategy.

Compass Rose Media, Portland, OR

2007

Executive Creative Director

- Conceptualized and designed websites, tech demos, and rich media for *Seagate, Symantec, ZillionTV, Prima* and *Microsoft*.
- Conceptualized new online gaming strategies for multiple clients.
- Development and creative direction for future of television products and functionality through *ZillionTV*.
- Assisted in client meetings presenting concepts and designs.
- Assisted the company's management team in growing the firm from a broadcast company to an interactive agency.
- Managed creative and development team to ensure consistency throughout all ongoing campaigns.

Endorsement

"George Ernst makes creating brilliant design work look effortless. His talents for coming up with great concepts and executing them flawlessly and with great speed is something to aspire to. He's great to have on a team and can make mundane projects fun with his creative thinking and huge personality.

-Frank Campanella

Art Director
Big Spaceship

Endorsement

"George has always been a top notch designer and visionary who's experience makes him very versatile. From true art to more functional campaigns, he has a unique ability to bring great design to any problem. George's creativity will raise any projects to another level."

-Lesley Pinckney

Executive Vice President, Interactive Properties
Shooting Gallery Films

Professional History Continued

The WDDG/Inferno Games, New York, NY

Creative Director

2003 - 2007

- Conceptualized and designed websites and rich media for clients such as *Altoids*, *Burger King*, *AOL*, *Toyota*, *Ubisoft* and *Marc Ecko*.
- Designed and produced highly conceptual online identity for *The WDDG* including extensive Flash and video work.
- Illustrated posters and other print media for promotional use.
- Conceptualized new online gaming strategies and worked with other team members to produce games for multiple clients.
- Content development and creative direction for multiple online as well as platform gaming projects.
- Assisted in client meetings presenting concepts and designs.

Big Spaceship, New York, NY

Senior Designer/Art Director

2002 - 2003

- Conceptualized and designed web sites, animations and games for *Sony Pictures*, *Miramax*, *Universal*, *Paramount* and *Warner Brothers* as well as a national print campaign for the film *Kill Bill vol. 1*.
- Acted as designer and creative director for a modification of the video game *Half-Life* for *Sony Pictures Underworld*.
- Designed and produced skins and textures for use in various games.
- Conceptualized and designed online multiplayer game for *Sony Pictures Resident Evil 2*.
- Assisted in sound and video design for integration into Flash projects.
- Coordinated with team members in concepting user experience, content development and branding strategies for clients.

Fusebox, New York, NY

Interactive Art Director

2001 - 2002

- Conceptualized and designed web sites, animations and presentations as well as print collateral for *Universal Records*, *YouthAids*, *Crest*, *Carnegie Hall* and *Sony Classical Music*.
- Assisted in creating a complete multimedia campaign for the non-profit organization *YouthAids* consisting of commercials, posters, flyers, apparel, events and web presence.
- Coordinated with creative directors in conceptualizing user experience, content development and corporate branding strategies.
- Attended client meetings to discuss concepts and help establish business relations between our companies.
- Directed and completed various photo and video shoots for projects.

Previous Clients

GE Healthcare	Pixar
Toyota	American Express
Symantec	Burger King
Sega of America	Marc Jacobs
Ubisoft	Youthoids
Seagate	Citibank
Universal Studios	Altoids
Miramax Films	Wrigley
Warner Brothers	Sony Classical
MTV	Reebok
The Grammy's	Adidas
Phillip Morris	Marc Ecko
AOL	Nature Made
Zillion TV	Diddy
T-Mobile	Starlog
Doremus	Office Max
Lifetime TV	Aquent
Milkbone	Pony
Orbit	Saturn
Toys 'R Us	Cingular
Microsoft	Johnson & Johnson
Coca-Cola	Kellogg's
P&G	T-Mobile
Vera Wang	Chevrolet

References Available

Professional History Continued

Shooting Gallery Films, New York, NY

2000 - 2001

Interactive Art Director

- Designed web sites, flash gates and games, ETV/ITV browsers and print collateral for the majority of the company's clients.
- Managed a group of designers through daily duties such as scheduling, work allocation and preparing for presentations.
- Met with clients on a regular basis to act as design and technical director for the Interactive Department.
- Attended design presentations and represented the design team in client meetings and presentations.

Troma Films, New York, NY

1999 - 2000

Interactive Art Director

- Designed web sites, flash gates and games and print collateral for *Troma* and their outside clients.
- Met with clients on a regular basis to act as design and technical director for the Interactive Department.
- Attended design presentations and represented the design team in client meetings and presentations.

Recognition

- 2011 Savvy Award - Best in Show - Kellogg's It's Popnetic
- 2010 Media Innovation Award - Gold- Kellogg's It's Popnetic
- 2007 Interviewed by TheFWA
- 2007 Addy Awards - Gold - Altoids Entertainment Extravaganza
- 2007 ANDY Awards - Bronze - Altoids Entertainment Extravaganza
- 2004 Key Art Awards - Nomination - Identity website for Sony Pictures
- 2004 SXSW Awards - Finalist - Identity website for Sony Pictures
- 2004 Flash Film Festival - Finalist - Spy Kids 3D website for Miramax
- 2003 Bronze Cannes Cyber Lion - Identity website for Sony Pictures
- 3rd Annual Eyeblasters Award - Identity Eyeblasters for Sony Pictures
- 2003 Web Award - Standard of Excellence - Underworld website for Sony Pictures
- 2003 HOW Interactive Award - Outstanding Achievement Award - Identity for Sony Pictures
- 2003 Flash Film Festival Awards - Identity and Underworld websites for Sony Pictures
- 2002 ONE SHOW - Finalist - Mr. Cheeks website for Universal Records