

SHAWN BORSKY

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Selected Work
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355 Berry St. #109
San Francisco, CA 94158

Creative Director

A top-performing Creative Director with over 13 years of experience leading design teams and delivering high quality design work for world-class brands. Unique track record for execution and delivery with the ability to meet aggressive deadlines. Strong leadership, management, and collaboration skills. Career highlights include 16 shipped game titles, over 150 projects completed, 19 published articles, and 8 design teams led. Extensive freelance design experience including partnership with over 130 clients.

AREAS OF EXPERTISE

- CREATIVE DIRECTION
 - USER INTERFACE DESIGN
 - MOBILE APPLICATIONS
 - IDENTITY DESIGN
 - PROJECT MANAGEMENT
 - USER EXPERIENCE / HCI
 - WEB DESIGN
 - PRODUCTION ART
 - DESIGN LEADERSHIP
 - BRAND STRATEGY
 - FRONT-END DEVELOPMENT
 - TYPOGRAPHY AND PRINT
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PROFESSIONAL EXPERIENCE

Upsight, San Francisco, CA
Creative Director

Dec 2013 - Present

- Supervised and mentored in-house design team. Interfaced with company-wide department leaders to specify, plan and deliver design solutions.
- Owned and controlled all development aspects on marketing websites including planning, visual design, code development, testing, deployment and 3rd-party API integrations.
- Spearheaded company re-branding to Upsight including the naming process, creating and presenting brand approaches, and leading the design of all communications materials resulting in a new brand that was delivered on-time and loved by the company and industry.
- Led UI/UX design of the latest marketing dashboard and collaborated with the marketing team to launch a multi-faceted campaign for the new dashboard under a tight deadline resulting in the in-house creation of multiple new landing pages, animated product demos, broadcast quality promotional video, multiple new data-sheets, a 15 page white-paper, plus all new PowerPoint decks and sales collateral.
- Saved money and engineering resources by leading the design team ownership of the customer-facing websites and 3rd party API integrations such as Youtube and Hubspot.

The Borsky, San Francisco, CA
Freelance Creative Direction and Design

Feb 2002 - Present

- Provided creative direction, art direction, brand design, web design, design consulting, user experience guidance and general design services to help customers build brands, save resources and solve critical business problems.
- **Recent Top Clients** - Behaviour Interactive, First Round Capital, Jobaware, LeapMotion, Perfect Fitness, PetValu, ShareThis, University of Virginia, and Zencoder.

HotelTonight, San Francisco, CA
Lead Designer

Jun 2012 - Dec 2013

- Designed B2C mobile interfaces, internal and hotel-facing B2B web tools, customer and hotel-facing marketing websites, physical and digital ads, infographics and solved multi-platform user experience challenges.
- Owned front-end code for consumer facing web sections, internal tools, hotel and app e-mail communications, mobile web views and mobile prototypes.
- Interfaced with other department leaders to understand, plan, and execute design solutions across the company.
- Named by Apple as one of 2012's most disruptive apps and increased app downloads from 1.3 to 8.5 Million due to the beautiful design and reputable user experience.
- Rated as the #1 hotel booking app and featured by Apple in its iOS7 launch including logo being shown on stage.
- Led the design of the B2B hotel-facing tools including a photographer portal, an inventory loading and prediction app and hotel profile management tool, which received positive feedback from major hoteliers such as The Ace, Joie de Vivre and Kimpton Hotels.

Rivet Games, San Francisco, CA
Lead UI/UX Designer

Feb 2011 - Feb 2012

- Supervised all user interface production materials across 4 simultaneous cross-platform game projects which included identity, in-game interface, icons, promotional materials, implementation proposals, mock-ups, wire-frames, and interactive design prototypes.
- Owned UI, web design, design vendor communications and managed hiring for UI, UX, and Web design positions.
- Designed and updated the game UI asset pipeline system from a binary Flash-based approach to JSON-based which saved countless engineering hours and gave UI designers direct access to solve user experience and user interface issues.
- Directed the re-branding and identity redesign of Rivet Games from Foomojo, including creation of an updated identity and new website.

Anthem Design Group, Atlanta, GA
Founder/CEO

Nov 2004 - Jan 2011

- Led a multi-disciplinary team of 13 full-time employees and served 73 clients, including world class brands such as Activision, BMW, Eli Lilly, Royal Caribbean, Petroglyph Games, and Major League Gaming.
- Directed all finances, client relations, project pitches, marketing initiatives, budget projection, billing, art direction, project scoping, and company operations.

Selected Achievements

- Launched a digital, immersive e-learning app for Royal Caribbean which allowed employees to train without being on ships which saved lost revenue as previously ships were docked and training was conducted live.
- Delivered an e-learning platform for Portage College in Canada which enables students in remote locations to take digital learning courses and gain degrees without an internet connection.
- Introduced a scalable website and community platform for well-known game developer, Petroglyph Games which is still in use today over 5 years later.
- Designed and developed brands and websites for multiple campaign websites for various political candidates in which 5 out of 6 candidates won their races.
- Created and deployed websites for restaurants including Cosmic Deli and Lazy Boy Saloon resulting in over 50% increase in website-driven foot traffic.
- Produced a custom slide presentation, web, and desktop application for Eli Lilly, which hundreds of thought leaders use to keep slide presentations legally compliant resulting in resource savings for the legal compliance department.

Anthem Game Group, Savannah, GA
Interactive Art Director

Feb 2008 - Oct 2010

- Managed and designed user interface, branding collateral, and production for iPhone/Android/Blackberry/Palm/Nintendo DS titles, video game related web, and trailer and video productions.
- Led status, response, and pitch meetings with game publishers, developers, and stakeholders.

Selected Achievements

- Owned art and UI/UX for Guitar Hero III Mobile and Guitar Hero IV: World Tour mobile both of which had over 2.5 Million downloads and averaged 250,000 songs played per day.
- Awarded IGN's Best Music game for 2008 and Best Game in the 2008 Qualcomm BREW awards for Guitar Hero III Mobile, plus the game was extremely well received by critics.
- Led UI/UX on award-winning Guitar Hero IV: World Tour mobile which was awarded IGN's Best Mobile Multiplayer Game in 2008 among other awards.
- Managed brand, UI and 3d art/animation design for Prey Invasion/ Prey 3D which won 2007 IGN Best Action Game and Best Graphics Technology, 2007 IGN Editor's Choice and was nominated for 2007 "Excellence in 3D" by the Academy and IMGA.

EDUCATION

Bachelor of Fine Arts, Interactive Design & Game Development, 2008
 Savannah College of Art and Design, Savannah, GA

TECHNICAL SKILLS

Software - Adobe Creative Suite CC+/CC 2014, Sketch, Axure/Invision/Pixate/Balsamiq, Git/Subversion, Dia/Visio/Freemind, Powerpoint/Keynote, and Camtasia/Final Cut Pro/Adobe After Effects

Technology- LAMP Stack, HTML5/CSS3, PHP/Ruby/Python, Rails/HAML/SASS/LESS, Node/Jade, ActionScript 2/3.0, and jQuery/JavaScript/Coffeescript