

Christopher F. Calabrese - Interactive Creative Director

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Objective: Content Strategist/Interactive Creative Director/SVP Interactive Creative Director

Experience:

01/08 – 04/11 **RingSide Creative | Integrated Media Studio™** **Oak Park, MI**
Interactive Creative Director

Responsible for digital creative direction and production of multimedia content, integration of interactive media and processes throughout company and departments.

- Created and managed RingSides Internal Interactive Department
- Assisted in sales and presentation of the new digital group as well as customer relations.
- Assisted the successful growth from two person crew to a now 5 person digital team.
- Can not only plan, manage and direct but also still can create and program as well as often as needed.

08/06 – 12/07 **Campbell-Ewald Advertising** **Warren, MI**
Senior Multimedia Art Director

Responsible for art direction and production of multimedia content, CD-Rom and animation of alltel.com and other digital accounts.

- Pioneered the first-ever CD/Catalog hybrid for Chevrolet in 2002-2003.
- Caddy Best of Show for assisting development of chevymalibu.com
- Internal CE Silver Star awards for CD-Rom development for Corvette and Avalanche.
- Assisted and art-directed computer-generated 3D vehicles in web, multimedia, and catalogs, contributing cost savings for each department

07/05 – 08/06 **Minacs** **Farmington Hills, MI**
Senior Web Developer/Multimedia Designer

Responsible for Multimedia design for Web, Print and Animation/Product design.

- Successfully lead, developed and created web, print, animation, etc. for such clients as Campbell Ewald Advertising, Sportstatz, Honda, Suburu and more.

12/04 – 07/05 **Western Creative Advertising** **Redford, MI**
Multimedia Designer

Responsible for Multimedia design for Web, Print and Broadcast. Animation for broadcast, product design, web, print as well as shot 3rd camera on broadcast commercials.

- Successfully lead, developed and created web, print, animation, etc. for such clients as Chuck Woolery Signature products, Salon Grafix, Absopure, Tress Tranzitions.

08/00 – 11/04 **Campbell-Ewald Advertising** **Warren, MI**
Multimedia Art Director

Responsible for art direction and production of multimedia content, CD-Rom and animation of chevy.com and other digital accounts.

- Pioneered the first-ever CD/Catalog hybrid for Chevrolet in 2002-2003.
- Caddy Best of Show for assisting development of chevymalibu.com
- Internal CE Silver Star awards for CD-Rom development for Corvette and Avalanche.
- Assisted and art-directed computer-generated 3D vehicles in web, multimedia, and catalogs, contributing cost savings for each department

09/99 – 08/00 **VuCom NewMedia** **Troy, MI**
Multimedia Designer

Responsible for GUI design for Web, CD-Rom and electronic presentations. Clients included DaimlerChrysler, Ford, GM, EDS, Textron Automotive and Meritor Automotive.

- Successfully developed and created award-winning CD-Roms

Education:

Macomb College

Certificate Program-Digital Art and Animation September 2003 - Present

- Modelling, texturing/ rendering, lighting, dynamics and story board concepts

The Center For Creative Studies

Graphics Communications coursework September 1996 - September 1999

- Graphics Communication, emphasis on illustration and graphic communication skills

Ferris State University

Visual Communications – Associate of Applied Science May 1995

- Graphics Communication, emphasis on print and digital design

Skills:

Macintosh/Windows - Platform/Software, Linotype-Hell Imagesetter (Linotronic 330), Freehand, PowerPoint, Photoshop, QuarkXpress, Illustrator, Flash, Fireworks, scanning and scanning software, InDesign, Dreamweaver, Pagemaker, Director, Discreet 3D Studio Max, Alias Wavefront Maya, After Effects, Final Cut Pro, HTML, Familiar with Drupal, Wordpress, Basic Photography and more

Personal work: <http://www.calacogroup.com> email: chriscalabrese@calacogroup.com

Chris Calabrese

Interactive Creative Director at RingSide Creative

cchris_31@hotmail.com

Summary

Creative Direction/Art Direction/Graphic Design background both traditional and new media skillsets, Illustration, 3D animation and multimedia specialties -

AIGA Award of Professional Excellence

- Volkswagen Page Takeover Rich Media Ad

D-Show Winner -

- Interactive/Banners/Dynamic/Campaign (Alltel "Holiday")

C-E Creative Awards:

- Best of Show (Alltel "MyCircle" Campaign)
- Best of Integration (Alltel "MyCircle" Campaign)

- Caddy Best of Show for assisting development of chevymalibu.com
- Pioneered the first-ever CD/Catalog hybrid for Chevrolet in 2002-2003.
- Internal CE Silver Star awards for CD-Rom development for Corvette and Avalanche.
- Assisted and art-directed CGI 3D vehicles for web, multimedia, and catalogs, contributing cost savings for each department

ARF Member 2007-2008

The Advertising Research Foundation

<http://www.thearf.org/index.html>

AFA Member 1999-2008

American Football Association

<http://www.americanfootballassn.com>

Specialties

Art Direction/Graphic Design background both traditional and new media skillsets, Illustration, 3D animation and multimedia specialties -

Experience

Adjunct Instructor at Macomb Community College at Macomb Community College

January 2011 - Present (4 months)

Yes, I still work at RingSide Creative ... I work at the College Part-time :)

Interactive Creative Director at RingSide Creative

January 2008 - Present (3 years 4 months)

RingSide Creative is now more than ever, your one stop powerhouse creative contender for all of your media needs. Along with its long standing, award winning broadcast and visual effects skills, RingSide has now transformed itself again in 2008 with the addition of audio creation and licensing, as well as a seasoned interactive department to ensure outstanding innovation through integration of traditional and emerging media.

2 recommendations available upon request

Founder/Owner/Creative Director at CALACO GROUP

January 1995 - Present (16 years 4 months)

A talented group of professionals/partners working together to bring you the best in interactive solutions.

1 recommendation available upon request

Member at Macomb College Media and Communication Arts- Advisory Board Committee

January 2006 - April 2008 (2 years 4 months)

Senior Multimedia Art Director at Campbell-Ewald Advertising

September 1999 - December 2007 (8 years 4 months)

I worked from 1999 until 2004 with Campbell-Ewald, then....had brief stints at other media houses and companies, as well as my own ventures, and returned in August of 2006 and stayed until December of 2007, when other great opportunities presented themselves.

6 recommendations available upon request

Multimedia Art Director at Doner Advertising

2005 - 2006 (1 year)

1 recommendation available upon request

Senior Multimedia Art Director at Bureau of Collection Recovery - an Aditya Birla Minacs company

2005 - 2005 (less than a year)

Multimedia Art Director at Western Creative, Inc.

2004 - 2005 (1 year)

2 recommendations available upon request

Multimedia Designer at Vucom

1998 - 1999 (1 year)

1 recommendation available upon request

Graphics Leader at Superior Consultant Holdings corporation

1997 - 1998 (1 year)

Multimedia Design at Enterprise Consulting Group

1996 - 1997 (1 year)

1 recommendation available upon request

Education

Macomb Community College

Digital/Animation, 2003 - 2005

College for Creative Studies

Digital/Web Design, 1997 - 1998

Ferris State University

Graphic Design (AAS), Graphic Design/Communications, 1993 - 1995

Activities and Societies: Member: Ferris State Powerlifting Club

Our Lady of Good Counsel

1971 - 1979

Central Michigan University

Chris Calabrese

Interactive Creative Director at RingSide Creative

cchris_31@hotmail.com



14 people have recommended Chris

"Chris is wonderful to work with- not only is the work always very beautiful and functional but he also has a fantastic personality. No matter how stressful the process gets he is always upbeat and reliable. I look forward to working with him on many more projects in the future."

— **Heidi Hillenbrand**, was Chris's client

"Chris is an inspiring creative leader, problem solver, and all-around great personality. While he has an effective hand at cultivating a positive creative group culture, Chris shines above other leader/thinkers in his entrepreneurial spirit and proactive relationship skills. I recommend Chris' management talents to any firm looking for relevant digital creative leadership with a knack for operational and progressive business strategy."

— **Taylor Host**, *Director, Digital Strategy - Global, The Marketing Store*, was with another company when working with Chris at RingSide Creative

"I reached out to the Calaco Group to help me brand and design our companies new logo. The work that the Chris and his company delivered was exactly on target with what we asked for. We were extremely happy with the quality and creativity. If we have additional needs in the future I will definitely call on them again."

— **Crystal Solomon**, was Chris's client

"Chris is one of those rare people I wish I could model all my co-workers after, or work with again. Combine a great and consistent attitude, the courage to learn new things, and years of technical savvy with the belief that there is no such thing as quitting, and you have a guy who always comes back with a good solution."

— **Kevin Omans**, *SVP Associate Creative Director, Campbell-Ewald*, managed Chris at Campbell-Ewald Advertising

"Chris is fantastic. Not only is he an amazing designer, but he understands the technology and brings original ideas and concepts in every aspect of his work. His positive attitude is never ending, and he makes work fun! I jump at every opportunity I have to work with him because I know the resulting product will be beautiful, interesting, and original!"

— **Nicole Salerno**, *Senior Project Manager, Campbell-Ewald*, worked directly with Chris at Campbell-Ewald Advertising

"Chris is a flash whiz. I could always count on him for innovative approaches and techniques and flawless technical implementation. He's also a pleasure to work with."

— **Lisa Bryant**, was Chris's client

"Chris is one of the most talented Multimedia Art Directors I know. Was a pleasure to work with him here at Campbell-Ewald, a great team player and a talented artist. I was sorry to see him leave. Positive, enthusiastic and a can do attitude. He'd be an asset to any effort!"

— **Michelle Lowe**, *Senior Art Buyer, Campbell-Ewald Advertising*, worked with Chris at Campbell-Ewald Advertising

"At first sight, Chris is an intimidating ex-football star -- who could also resemble a biker. But once you get past your fear to approach him, you'll realize he's a very fun-loving grizzly bear that you just want to hug. His personality brings constant laughter to any work environment, even in stressful situations. Chris has a very creative mind -- with a strong interactive, 3D, video and illustration background. He's had lots of roles over the years (I've worked with him twice), and has picked up knowledge from all of them -- that he applies to every project. I enjoyed every moment of having Chris on my team, and now I take advantage of his new role, by feeding him projects that fit his background. He's a person I can trust."

— **Iain Lanivich**, *SVP, Digital Creative Director, Campbell-Ewald*, managed Chris at Campbell-Ewald Advertising

"Chris is a hard working, talented art director. He's a great leader and a wonder at 3D animation. By far the best thing about Chris is how easy and enjoyable it is to work with him. He manages projects well, always delivers on time, and more often than not, goes way above and beyond."

— **Jeff Perreca**, *Senior Copywriter, Campbell-Ewald*, worked directly with Chris at Campbell-Ewald Advertising

"I've known Chris for a long time. We attended some of the same specialty college courses and became good friends through an Advanced 3D Animation course years ago. Chris has always had a "go get em" attitude. From conceptual to finish, he always had the passion to create, and has always been a great point-man with the client. Chris brings a great deal of talent to the table and is always open to figuring out how to do new things even if they're not even invented or possible yet in the interactive and multimedia workspace."

— **Joe Sciacchitano**, *Sr. Multimedia Art Director / Developer, W.B. Doner & Company*, was with another company when working with Chris at Doner Advertising

"Chris is a supremely-talented interactive guru. During our time together, Chris was always on the leading-edge of what was technologically possible, and delivering killer online experiences. He's an easy to get along with team member, who's always up for the challenge and offering a helping hand. If you're in need of interactive help, Chris is the dude to call."

— **Nick Ellis**, *Production Director, Western Creative, Inc.*, worked directly with Chris at Western Creative, Inc.

"Chris is an amazingly talented artist and 3-D animator. He has a great eye, and a feel for what is the "next big thing" in design. Along with that talent is a great work ethic and interpersonal skills."

— **Mark Young**, *Chairman, Western Creative, Inc.*, managed Chris at Western Creative, Inc.

"Chris is a highly original, creative, designer. He has an innate ability to meet or exceed customer's expectations. His approach to design had a style and characteristic that visually intuitive. Chris could be counted on to "Burn the Midnight Oil" to meet deadlines."

— **Tom Vasko**, *Director of Creative Services, Vucom NewMedia*, managed Chris at Vucom

"I hired Chris in 1997 to head the graphic design efforts at Enterprise. Chris was a "A" player on my team . I found Chris to be highly creative and innovative in the design work he led for us. Chris found a way to get things done even if it required acquiring and learning a new software to accomodate our internal or client work. Chris was a team player with and highly collaborative in his approach. If you have not met Chris, you'll enjoy connecting with him."

— **Douglas Ruth**, *President, Enterprise Consulting Group*, managed Chris indirectly at Enterprise Consulting Group

[Contact Chris on LinkedIn](#)