

Casey D. Hill - New Media Professional - Roeland Park, KS

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Brands /

Accounts:

Pepsi | Frito-Lay | Pizza Hut | Samsung | DMC Worldwide | Fisher Price | Wendy's
Chili's | Guinness | AMC Theatres | Microsoft | Humira | Vicodin | Trilipix | Pfizer
Lovenox | Ambien CR | Procter & Gamble | Mars Inc. | Sprint Ion | Pontiac

Experience:

Senior Flash Developer

VML Inc. (Contractor) | Kansas City, MO | December 2009 – Present

Develop Flash applications and interactive media for the up-and-coming Social Media Platform Copia, which is integrated with a new line of e-Readers manufactured by DMC Worldwide. Work with senior creative and project management staff to develop a streamlined user experience for end users. Mentor junior developers to ensure industry standards and best practices are followed during beta and production release phases of the project.

Lead Flash Developer

Intouch Solutions | Overland Park, KS | December 2006 – December 2009

Design and develop interactive media for Pharmaceutical clients such as Sanofi-Aventis, Roche, Teva Pharmaceuticals, and Abbott Laboratories. Manage the User Experience Design and development of New Media projects that utilize Object Oriented and class-based Flash technology. Provide training and guidance to support staff to insure the delivery of best-in-class New Media projects.

Senior Flash Developer

VML Inc. (Contractor) | Kansas City, MO | October 2006 – December 2006

Developed Flash-based applications and New Media projects for industry leading clients while working on brands like Microsoft, Guinness, Johnny Walker, Vanguard, and AMC Theatres. Utilized class-based ActionScript for superior integration into team-developed Flash applications and web sites. Provided mentoring to development staff on various Flash projects.

Manager of New Media Development

Decision Insight, Inc. | Kansas City, MO | August 2004 – September 2006

Managed New Media projects that helped exceed company sales goals, and provided innovative solutions for Fortune 100 clients including Pepsico, Frito-Lay, Pizza Hut, Chili's, Samsung, and Fisher Price. Oversaw the development of products, services, and custom applications, including the industry's first web-based 3D shopping exercise. Developed new products, services, and methodologies for collecting market research data. Provided training to support staff for accurate development of company products and services.

Senior Web Designer

Data Systems International | Overland Park, KS | May 2001 – August 2004

Managed the design and development of New Media projects that streamlined the process of sales generation. Managed the re-branding process of the company's interactive marketing initiatives, including 6 international web sites. Designed and developed Flash-based applications and web-enabled experiences, including product demos and interactive games that helped promote the company's marketing message. Oversaw the training process of support staff to insure company and industry standards were met for all New Media projects.

Web Designer, US Web Team

beenz.com USA Inc. | New York, NY | April 2000 - January 2001

Managed corporate web sites, produced conceptual designs, and developed client promotional sites that increased sales and generated over 4 million world wide users. Worked with the i-Marketing and Sales teams to create interactive media that aided in the procurement of new business leads and company exposure.

New Business Creative Specialist

D'Arcy Advertising | New York, NY | July 1999 - March 2000

Designed interactive media, video montages, and printed materials for corporate New Business presentations and RFPs. Helped design and build environments that aided in the delivery of creative concepts and enhanced the overall user experience during new business pitches. Organized interactive media and large format printed materials that helped win multiple client accounts such as Pfizer, Sprint Ion, and Mars Inc. Designed New Business collateral for consultant mailings. Developed organizational system and repository of digital media for New Business presentations and RFP materials.

New Media Consultant

Freelance / Consulting | New York City & Kansas City | January 96 - Present

New Media Clients include LR Creative, MSK Productions, Hartley Design Group, Sazerac Group, Advantage Fundraising, Soli Printing, Fitness Together, Ouest Restaurant Group, Café Novecento, Pier Ltd., ScriptPro, Sassy's Sliders, Suzanne Ryan Midwifery Services, and others.

Awards:

HUMIRA.com (with Virtual Psoriasis Profiler) | 2008 - 2009

W3 Silver Award for Best Health Web Site

W3 Silver Award for Best Pharmaceuticals Web Site

WWW Health Bronze Award for Best Advertising/Marketing Information Web Site

DTC Perspectives Silver award for Best Digital Media Campaign for components (VPP)

TheRealYou.com | 2008

eHealthcare Leadership Award

WWW Health Bronze Award for Best Patient Education Information Web Site

Internet Advertising Competition (IAC) Award for Web Site and Banners

MyStateofPain.com | 2008

WWW Health Bronze Award for Best Patient Education Information Web Site

The "Time to Kick Crohn's Disease" Yahoo! Banner Ad | 2007

Bronze Millennium Award in the Dynamic Banners category

Skill Set:

Flash / ActionScript

Photoshop

HTML / XHTML / CSS

Sorenson Squeeze

Flash Remoting

Illustrator

ASP / PHP / XML / AJAX

Sound Forge

Flash Socket Svr.

3ds max / XSI

JavaScript / jQuery

Objective-C / Xcode

Flash Develop

3D Game Engine

MS SQL / Access / MySQL

Android Dev (Java)

Education:

Rockhurst University | Kansas City, MO | Spring / 99 | Degree: BSBA | Major: Marketing

School of Visual Arts | New York, NY | Fall / 99

I.M.A.G.E. INC. | New York, NY | Fall / 2000