



A career direction campaign by: *Jake Ströh*

MANTRA Great design should be driven by great code. Great code should inspire great design.

EDUCATION University of Wisconsin - Milwaukee | Milwaukee, WI | 2001–2003

Bachelor of Fine Arts, Graphic Design. | *Graduated with honors.*

Full Sail Center for the Recording Arts | Winter Park, FL | 1988–1990

Diploma, Recording Engineering.

North Iowa Community College | Mason City, IA | 1986–1988

A.A. Liberal Arts.

CAREER PATH Instructor | Milwaukee Institute of Art and Design | Milwaukee, WI | 2009–Present

Key activities and experience: Curriculum evaluation and development for Junior level computer studio courses. Introducing a logical interdisciplinary workflow from concept to completion for students interested in web design. Grid systems, process storyboarding, wireframes and prototypes become the foundation for meeting design objectives while the latest techniques in Web Standards based HTML and CSS programming proactively drive design solutions. Flash, JQuery and Interactive Video elements, along with their respective programming languages, are also introduced as advanced options for driving motion graphics and behaviors within an established design ecology.

Instructor/Freelance Contractor | C2 GPS | Milwaukee, WI | 2004–Present

As an instructor: Providing a logical approach for designers within the industry to learn the latest techniques in Web Standards based design and Motion Graphics design, so as to best utilize HTML, CSS and Action Script to proactively drive their designs.

As a Contractor: Design and development for various client websites, interactive applications and motion graphic presentations.

Principal | Lake Effect Multimedia, LLC | Milwaukee, WI | 2003–Present

Responsible for establishing consistent interactive brand experiences that implement key marketing strategies through intuitive (UXD) User Experience Design and Development for the web and other various broadcast platforms.

Key activities and experience: Interactive media design and development for public, B2B and B2C sites, custom applications, creative direction and account management; Project and content management for corporate websites; Contracting and collaborating with outside resources; Project storyboarding; Shooting and editing video for national cable television and various web-casting mediums; Television commercial direction; Post-production video and sound design; CD-ROM/DVD authoring; Collaboration and development of consistent marketing campaign nomenclature through a myriad of media touch-points.

Principal | VASMAN Systems | Mason City, IA | 1991–2001

A full-service restoration and repair company serving the automotive, pleasure boat, and furniture industries. Initiated and managed an aggressive program to increase revenues.

Key activities and experience: Established new markets, trained new franchisees, developed strategies for sales and marketing, negotiated service agreements.

Audio Engineer | Chant World Studios | Mason City, IA | 1993–1997

Produced, mixed, and mastered audio projects for local radio advertising and musical groups.

Key activities and experience: Project management, audio production and sound design.



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Audio Engineer | Universal Recording Corporation | Chicago, IL | 1990

Recorded and mixed audio projects for national radio and television campaigns.

Key activities and experience: Post production audio for video, sound design.

TECHNOLOGIES

Extensive knowledge and use of the Adobe Creative Suite with a workflow focus on Dreamweaver, Flash, Fireworks, Illustrator, Photoshop and the Final Cut Pro Studio: Final Cut Pro, Motion, Soundtrack Pro, DVD Studio Pro, Compressor.

Programming languages: HTML, HTML5, CSS, PHP, ActionScript 3.0, JQuery.