

Seth Erik Neilson

"SINCE 1976"

seth@wasaindustries.com
www.wasaindustries.com
360 953 0421

A multi-disciplinary creative director, illustrator, photographer, designer, reluctant enthusiast, wayward mountaineer, artist, teacher, craftsman, and midnight lake-swimmer—using Bozeman, Montana as base camp.

EMPLOYMENT

WASA Industries
Sole Proprietor • Design + Dev
October 1998 - present

Art direction, graphic design, strategy, creative consulting, XHTML/CSS, motion design, Custom PHP/MySQL development, photography, marketing, illustration, branding, SEO, and so much more...

MercuryCSC
Creative Director
March 2011 - June 2016

Lead creative team through the trenches and through all phases of a traditional yet progressive advertising agency process. Guided concepts, crafted scripts and treatments, developed systems, shrugged at processes, directed commercials, took photos, wrote brand promises, prepared pitches, presented miracles, breathed sighs of relief, took no prisoners, rendered motion studies, sketched storyboards, baked bread. Still breathing. Still smiling.

ZAAZ
Interactive Art Director
April 2005 – February 2009

Provided both creative and technical solutions to interactive projects, from conceiving and motion studies to final production and troubleshooting. Presented concepts and prototypes to clients and peers as one of the initial members of the Interaction Design team. Assisted with knowledge share and processes between design and development teams. Developed production processes and methodologies to enhance overall project productivity.

GA Creative
Designer • Developer
July 2004 - April 2005

Responsible for design projects for many local clients, including Microsoft, PACCAR, and Evergreen Hospital. Designed and produced both print and interactive assignments, as well as a number of logo and branding projects. Assisted with networking and other IT issues, with emphasis on improving workflow efficiencies.

Microsoft
Producer • Designer
April 2003 - April 2004

Created graphics for the Windows Media group. Responsible for daily updates and production for two Windows Media sites, including bug fixes, graphics, localization, programming and marketing launches. Redesigned the 9 Series Getting Started device site, doubling traffic in less than three months.

Loudeye
Designer • Developer
October 1999 - March 2003

Led team of five in designing and developing webcasting events and templates. Contributed to migration of custom solutions to standardized enterprise communications products. Refined workflow processes and technologies, resulting in a 50% increase in production efficiencies. Designed and tested custom webcast interfaces for clients including Microsoft, Boeing, SAFECO, and the PGA.

EDUCATION

DeVry University, BS Computer Information Systems, 2003 - 2005
Ricks College, Geology & Art History, 1994 - 1995

PARTIAL CLIENT LIST

AAA, Audley Travel, Backcountry.com, CiloGear, Converse, ExOfficio, First Interstate Bank, Five Valleys Land Trust, Gallatin Valley Land Trust, Helio, Horny Toad, The Lark Bozeman, Lou Reed, Microsoft, Montana Office of Tourism, Nau, Nike, Orvis, Patagonia, PACCAR, Pike Place Fish, REI, Scientific Anglers, Semi-Rad, Sony, Seattle Public Schools, Tom's of Maine, University of Washington, Vasque, Yellowstone Valley Lodge

DID YOU KNOW?

King County Explorer Search & Rescue 1994-1995
Fluent in reading, writing, and speaking Spanish
Advisory board member, American Marketing Association at MSU, Bozeman, MT

REFERENCES AVAILABLE UPON REQUEST