

# Jonathan Ratcliff

Interactive design & art direction

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## EXPERIENCE

### **Apple / Eleven Inc.** *Design and art direction (contract)*

On-site, long-term contract work at Apple through Eleven Inc. Several high profile projects for Apple's Retail, Events, Packaging, Web, and Graphic Design teams; including logo and icon concepting and development, in-store print and interactive graphics, event graphics, web graphics, and rich media banners.

Feb. 2010–June 2011  
Cupertino, CA

### **ATTIK** *Design and art direction (contract)*

Short-term contract work on a microsite for Toyota / Scion. Included digital strategy, site design, social media integration, mobile website, rich media integration and banner advertisements. Also worked on TIVO rich media banners.

Dec. 2009–Feb. 2010  
San Francisco, CA

### **Ogilvy West** *Art Director, Interactive*

Lead integrated campaigns for Yahoo!, Barclays Bank, Stolichnaya, Wells Fargo Bank, ZillionTV, and SF Environment. High-level concepts for campaigns and pitch-work all the way to production-level detail. Digital strategy, social media integration, mobile applications, viral components, Flash websites, Papervision 3D, augmented reality, data visualization, interactive installations, motion design, photo and video shoots, rich media banners, landing pages, email campaigns, digital outdoor, print, out of home, and broadcast.

Oct. 2008–Dec. 2009  
San Francisco, CA

### **Arnold Worldwide** *Art Director, Interactive; Sr. Designer, Interactive*

Interactive art director for Arnold's ESPN integrated campaign work, Activision (Tony Hawk's Skate), Progressive Insurance, TRUTH campaign, Royal Caribbean, RadioShack, Fidelity Investments, Volvo, and Vonage. I led projects from concept to finished product, working closely with development teams for digital strategy, social media, viral, Flash website creation, and rich-media video banners.

Mar. 2006–July 2008  
Boston, MA

### **Freelance** *Interactive art direction and design*

Several years of contract work in both Boston and New York. Agencies included the Jack Morton Co., Brodeur Partners, and BANTA interactive Clients included PUMA, HP, SOBE beverages, Westin Hotels, Harvard University, Columbia University, Fender Guitars, John Deere, Tutor.com, Baker & Taylor, American Medical Association, Gordon College, Phillips Exeter Academy, and more.

1996-2006  
Boston, MA  
New York, NY

## EDUCATION

**Massachusetts College of Art** *Graphic Design Graduate Certificate Prog.*  
**Univ. of Massachusetts at Amherst** *B.A. English/Journalism, Cum Laude*

2004-2006 Boston, MA  
1990-1994 Amherst, MA

## AWARDS

FWA Mobile of the Day (IsoSketch); Communication Arts Pick (ESPN); New York Festival Silver (ESPN), Gold, Silver & Bronze Hatch awards (ESPN, Fidelity, Truth); WebAwards Gold, Horizon Interactive Gold Award (Progressive Insurance).

## PERSONAL

iPad app development; *IsoSketch* released June 2011. Photography, published in SPIN magazine and Sadie magazine. Art gallery owner, manager 2003–2006.