

Video, Motion Graphics, Graphic Design

Creative leader with proven experience in creating, managing and executing innovative video, animation and graphic design programs, strengthening brand identity and establishing market leadership

Summary of Achievements

Diverse Industry Expertise

Empowered video & design programs for Liberty Mutual, Fast/Microsoft, Ecogas, Reebok & more; Innovated video demo creation as well as video & event presentation design for corporations and consumers; Controlled brand for enterprise-level software & international energy resource distributors; Drove events branding for established & start-up industries

Corporate and Marketing Expertise

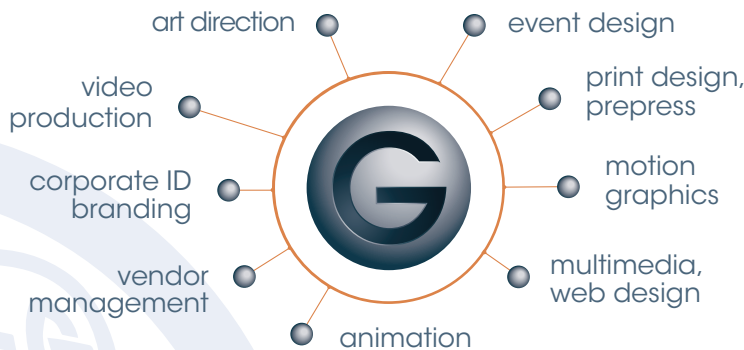
Developed & managed marketing campaigns; directed & produced video, on-line and traditional collateral

Global Experience

Marketing design, product design & team management

Skillset

illustrator, indesign, photoshop, after effects, premier, final cut, acrobat, flash, edge, audition, dreamweaver, fireworks, 3d Studio, powerpoint, word, excel, html, css, actionscript, javascript



art director



2015



video & animation



2014



art director



2009



art director

re-branded Fast search and transfer, helping to facilitate it's acquisition

2006



art director



Work History

Green Lime Design - Easton, MA Graphic
Design / Video / Motion Graphics / UX

Accomplishments

Designed top quality design for icon
libraries, navigation, PPT presentations,
video, animation, events and POP...

Designed magazine ads

Managed packaging, on-line
documents, UX & multimedia design

Conceived & built websites along with
Flash animations for SiplQ, Kahuna, Jump
Tap, Knovel, ATG, Cavallero Plastics

2015 - Present

Responsibilities

Head creative and production
functions

Website design (UI, wire framing,
animation)

Foster and maintain client
alliances, SiplQ, Kahuna and more

3d and 2d animation / motion
graphics, Work with writers,
designers & account reps.

Liberty Mutual Insurance - Boston MA Video
Video Editor / Animator / Graphic Designer

Accomplishments

Created successful promotional video program

Produced application Instructional videos

Animated new intros for
Liberty Mutual & Safeco videos

Conceived new "Quick Tip" video series

Raised the bar for "Testimonial" videos

Designed animated and edited event driven
videos (for town hall events and more)

Animated screen savers and much more...

2009 - 2014

Responsibilities

3d and 2d animation / motion
graphics

Concept and storyboard creation

Set location for video shoots

Video crew and talent acquisition

Video shoot direction

Work with writers, designers as
well as account reps.

"George has one of the best eyes in the business, helping him produce consistent creative across
a variety of medium. He is an out-of-this-world creative thinker possessing the ability to take a
concept and visibly make it come to life"

See what else people say about me at: <https://www.linkedin.com/in/georgeokane>

Green Lime Design – Easton, MA
Art Director / Video / Graphic Designer

Accomplishments

Created Demo videos for Knovel & Captivate

Managed packaging multimedia design,
app. UX & icon/logo design

Collaborated with other teams to develop top
quality products & ensure customer satisfaction

Received accolades from board of directors for
on-line applications for Jump Tap & All Local

Conceived websites & flash animations for
Jump Tap, Knovel, ATG, Cavallero Plastics,
BBC Management & Captivate

Designed 3 -100 page catalogs for Microsoft

Microsoft Subsidiary(Fast) – Needham, MA
Art Director / Animator / Graphic Designer

Accomplishments

Managed the look and feel of all
web-based email campaigns

Drove design, and production for FASTforward
(Search industry's leading annual event)

Creative role in integrating FAST's solid
image with Microsoft's global brand

Innovated the industry icon branding library

Spearheaded product demo & video series

Designed the "FAST University"
CBT on-line training module

2009 – 2014

Responsibilities

Head creative & production

Website design (UI, wire framing,
animation)

Foster and maintain client alliances,
including Knovel, Jump Tap, Liberty
Mutual, AdWeek, Captivate, Microsoft,
ATG, DataXu, EcoNest & more

3d & 2d animation / motion graphics

Work with writers & designers
as well as account reps.

Concept & storyboard creation

2006 – 2009

Responsibilities

Assemble & head marketing design
team

Website design (UX & animation)

Direct brand design

3d/2d animation, motion graphics
concept & storyboard creation,
Traditional & on-line advertising
campaigns

Work with writers & designers as
well as account reps.

"In addition to his can do attitude and positive disposition, George produced a wide variety of great work including flash animation, PowerPoint, unique videos, and illustration. George truly knows his technology and he used this knowledge to deliver on every challenge"

See what else people say about me at: <https://www.linkedin.com/in/georgeokane>

TBI-1 Design - Easton, MA
Senior Graphic Designer / Motion Graphics

Accomplishments

Expanded the client base, including: Starck (Bayer), Wildcat Mountain & Great Glen (vacation ski resorts)

Managed work flow, contractors & vendors

Directed winning design (CorpID, web design, animation, multimedia, & all aspects of print & advertisement)

Designed & directed multiple web sites along with on-line animation

2000 - 2006

Responsibilities

Head creative and production

Design, develop (multimedia)

Creation of websites for clients, 3d & 2d animation / motion graphics

Work with writers, designers & account reps.

T'S ME Industries - Santa Marta, Colombia
Partner / Art Director

Accomplishments

Doubled client base yearly, including international music stars, casual sportswear lines, & resorts

Directed winning design in apparel, packaging, CorpID, multimedia, P.O.P., print & advertising

Directed redesign of ECOGAS' brand (NG network)

Designed logo & apparel for Carlos Vives (music star)

1990 - 2000

Responsibilities

Apparel graphic direction & brand development for beachwear lines

Senior director of design team

Responsible for client brand direction & marketing design

Create promotional materials (packaging, POP, catalogs...)

Reebok International - Stoughton, MA
Graphic Design Director

Accomplishments

Coordinated with fashion & shoe designers along with product & corporate marketing teams

Researched trends to establish graphics & style direction

Directed fashion graphic design, for most Reebok sportswear & t-shirt lines including Pump, Hexalite, Volleyball, & contract athletes lines

Focused graphic brand direction for apparel

1986 - 1990

Responsibilities

Graphic design of Reebok apparel

Director of graphic team

Direction of the Reebok T-shirt line

Graphic promotional items (packaging, POP, catalogs, sign-age....)

Hire graphic team, manage work load, contractors & vendors