

# Mason Douglas Yarnell

## Objective

To create compelling, imaginative and forward-thinking designs, mentor and strengthen a design team by supporting team objectives, and apply leadership and strategic thought to interactive design.

## Experience

OLSON, San Francisco, CA. 11/2007-Present

**Art Director.** Helped open the west wing office while working on a broad spectrum of projects with clients such as Capital One, Nike, General Mills, Target, 24 Hour Fitness, and Thompson Reuters.

Yarnell Will, San Francisco CA. 01/2007-11/2007

**Co-Owner & Art Director.** Opened a small shop to kick out great work that spanned across websites, microsities, email and banner marketing and sound design. Worked with clients such as Food Network, HGTV, Planters, Minute Rice, General Mills, Nike and OLSON.

MarkMonitor, San Francisco CA. 01/2006-01/2007

**Art Director.** Revamped online presence, identity, and direct mail by unifying design styles. Focused on creative solutions for email marketing.

Novogradac, San Francisco, CA 04/2004-04/2006

**Sr. Designer.** Lead creative team through digital and traditional projects including site redesign, email and print newsletters and brochures.

Yarnell Creative, San Francisco, CA. 12/2003-4/2006

**Freelance Designer.** Created interactive sites from the ground up, designed product catalogs, brochures, and provided photography direction for a number of local clients.

Spotlight Studios, San Francisco, CA 05/2001-12/2003

**Sr. Digital Designer.** Created animated flash presentations and product demos for clients such as HP, Aisys and GlobalInx.

Emerson Printing, Bloomington, IN 02/1999-03/2000

Worked in various print production roles.

## Education

Platt Design College, Oakland, CA. 2001

Extended learning, emphasis in Interactive and Multimedia

University of Indiana, Bloomington, IN. 1997-2001

Bachelor of Fine Arts, emphasis in Graphic Design

## References

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## Contact Information

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## Skills Overview

### Art Direction & Design

I have been working as an Art Director & Designer, kicking out great work across a number of interactive projects. My responsibilities are to conceptualize initial design ideas and strategies, design and direction from a brief, create initial look and feel and work with design team to make it come to life, strategize and develop a proper flow of information, motivate, challenge and inspire new methods of creative execution, ensure design solutions integrate technical and business logic, and finally, to carry the concept and design to the end with a production team.

### Internet Specialist

With extensive professional experience in the online world, I have an advanced understanding with current web technologies, expert knowledge of user interface design, the ability to work well with information architects, designers, and writers, and knowledge of working with global brands and brand guidelines.

### Sound Design

I have expertise in sound creation for websites to coincide with the overall visual experience. My latest work is featured on Nikebauer.com.

## Computer Skills

Photoshop  
Illustrator  
Image Ready  
InDesign  
Quark  
Flash  
Dreamweaver  
HTML  
CSS  
JavaScript  
After Effects

Premiere  
Freehand  
Office  
Logic Pro  
Ableton Live  
Suitcase  
Keynote  
Visio  
PC & Mac  
Computer Support  
Plus More