

## **CHARLES FERGUSON // INTERACTIVE DESIGN**

BFA: School of Visual Arts // MSW: New York University  
charlesferguson111@gmail.com // 917-414-9559  
linkedin.com/in/charlesferguson10025

### **Freelance Interactive Design / 2010-2014**

Designed storyboards, site sections, email, and mobile advertising. Provided art direction and design for interactive projects and for print. Performed photo retouching, complex compositing, and color correction. Clients include Macy's, Estee Lauder, Dow Jones, The Street.com, Ogilvy & Mather, Continuity Health, About.com and others.

### **Ogilvy & Mather / July 2009-January 2010**

Tasked with raising design standards of B2B site sections for Dupont. Altered design templates for better information display. Proposed color palettes, typeface and other style guide attributes. Edited DuPont images using color as structure within confining, templated layouts. Worked with little supervision and presented work directly to DuPont.

### **BBDO / April 2007-July 2009**

Assisted Art Directors on AT&T wireless account. Created and produced storyboards, web ads, pitches and microsites promoting smartphones and data plans. Designed cross-promotional web content for American Idol, iPhone, NBA, NASCAR, Citibank, FedEx, Monster.com and others. I designed and executed concepts from scratch, as well as helping with design direction on existing projects. Technical skills included photo retouching, complex masking, color correction, and compositing. Wrote copy for the iPhone 3G campaign. Supervised photoshoots and managed style-guide implementation.

### **New York Times / November 2006-April 2007**

Designed page layouts for the marketing services studio including ad space design for single and double page spreads in the Metro section, Arts and Leisure, and the Book Review. Performed retouching, color correction and silhouetting on high res assets for fiery output.

### **BBC America / August 2005-November 2006**

Designed microsites to support and promote BBC America television shows. This involved developing design concepts from scratch, as well as working with producers, marketing, and on-air departments to establish and execute concept and design goals. Designed projects to expand brand awareness (video player, newsletter, print projects). Worked on tight deadlines in conjunction with on-air promotions and airdates. Managed junior designers. Designed sites for The Office, Dr. Who, Creature Comforts, the Anglophenia blog and more.

### **Freelance Interactive Design / May 2001-August 2005**

Worked freelance positions following 9/11. Clients included Ruder Finn, Keebler, Interior Design Magazine, About.com, Concentric Healthcare Advertising and others. I worked as art director and / or designer depending on client and project needs.

### **Major League Baseball / November 2000-April 2001**

Designed and produced site sections and promotional banners for 30 team sites. Implemented department wide image batch-processing, cutting production times by half. Worked with team lead during project launch to establish workflow and QA guidelines.

### **Black Hammer Productions / May 1999-November 2000**

Designed site sections and banners including comprehensive site design for startups and companies with no previous web / online identity. Worked with photographers to establish lighting guidelines for product shots and later provided photo-retouching. Clients included WSJ, Scholastic, Nickelodeon and others.

### **Social Worker / 1989-1999**

Maintained a private practice throughout this period. Worked as an EAP consultant providing assessment & referral services to employees including psychotherapy, financial services, and child and eldercare. Also provided management consultations regarding employee performance issues.