

CHARLES FERGUSON Design / digitalshiver.com / ferguson@digitalshiver.com / bfa: sva
Ogilvy & Mather

Freelance Designer, November 2009—January 2010

A series of template refresh jobs and banner redesign required a designer to strengthen visual presentation while working with relevant site imagery. I presented this work directly to DuPont. This job required that I work with little supervision. I also wrote technical copy for several site sections. dupont.com

Atmosphere BBDO

Interactive Designer, January 2007—July 2009

I designed microsites and web ads for AT&T Wireless interactive. I also worked as copywriter on assignments as needed. att.com

New York Times

Designer, November 2006—January 2007

Designed page sections for the marketing services studio. InDesign, Photoshop, Illustrator, and Acrobat. I left this position to begin employment with BBDO.

BBC America

Designer, August 2005—November 2006

Designed microsites to support and promote BBC America television shows. Worked with producers, marketing, and on-air departments to establish concept and design goals. I also managed production artists in this position. bbcamerica.com

Graphic & Administrative Freelance

September 2001—August 2005

Worked various graphic and administrative positions following 9/11 while awaiting economic recovery in New York's graphic art market.

Major League Baseball, Advanced Media

Designer / Production Artist. November 2000—April 2001

Designed site graphics for use on 30 team sites. Proposed and implemented department wide image batch processing, cutting production times by half.

Worked closely with team lead during early project launch to organize and troubleshoot asset management procedures. mlb.com

Black Hammer Productions, Interactive Media

Production Artist / Junior Designer. May 1999—November 2000

Designed banners, sliced web pages, produced graphics for multiple sites. Designed site sections. Performed Photo retouching and worked with photographers to establish lighting guidelines for product shots. Wrote procedure manuals for art department covering quality assurance guidelines as well as standard operating procedures and color space management policies. blackhammer.com

Other Freelance

Kantor Health • Concentric Healthcare Advertising • Dow Jones • Ruder Finn • Interior Design Magazine • These were short term design assignments.