CURTIS R. CHRISTOPHERSEN

PRODUCER / DIRECTOR

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SUMMARY OF QUALIFICATIONS AND EXPERIENCE

- Production and direction of user experiences for Web and interactive environments
- Management and planning for Web / interactive, graphic / print, and exhibition projects
- Organized and highly detail-oriented; able to manage multiple tasks simultaneously
- Effective communicator between creative, development, and technology teams

WORK EXPERIENCE

2002.09 - present
Producer / Director
Freelance; amana, Inc.
San Francisco, USA
Tokyo, JAPAN

Directed various businesses and arts organizations in building positive experiences for Web and interactive environments. Supported clients in site and content development, integrated marketing strategy, and workflow training. Directed creative and technical vendors on small and large-scale client projects. Developed interfaces for video and animation software applications. Produced corporate identity systems and style guides for print and Web environments. Editorial photographer for Web and magazine media.

Primary clients: Mazda, SF Station, KDDI, Monolith, JWT Japan

1998.02 - 2002.09
Experience Designer
Perimetre Design
San Francisco, USA

Established interactive unit at Perimetre, and worked to transform an architectural studio into a multi-disciplinary agency. Participated in many diverse projects, leveraging Web, CD / DVD, graphic / print, and exhibition mediums. Developed and managed online experiences ranging from museum to consumer electronics markets. Managed studio workflow and asset management solutions. Trained junior staff in multimedia production techniques.

Primary clients: SFMOMA, Intl. Center for Photography, Sony Electronics, Centre Pompidou, Macromedia

1997.03 - 1998.05
Technical Producer
SF Museum of Modern Art

Planned and produced media and technology based gallery exhibitions. Established connectivity initiative to bring broadband access into gallery and public spaces, extending the exhibition and education departments' ability to leverage new media capabilities within their programs. Collaborated with technology vendors in installation of advanced media systems into gallery spaces, attracting renowned media artists to the museum's high-tech facilities. Directed conservation efforts for the museum's aging videotape archive.

PROJECT PORTFOLIO

Mazda RX-8, MX-5 Roadster, MX-Crossport Automobiles – Branding Websites
Client: Mazda Motor Corporation, Hiroshima, JAPAN

Mazda's recent business revival is based on delivery of exciting, sporty vehicles to a market generally lacking in unique or memorable autos. All three branding websites focus on the design and targeted lifestyle of the vehicle first, with product specifications and slogans a distant second. I produced / directed the projects, leading creative teams, copyrighters, technology integrators, and ad agency representatives to a new, fresh perspective on automobile branding for the web.

010101: Art in Technological Times – Experimental Website and Physical Exhibition
Client: Intel Corporation, SFMOMA, San Francisco, USA

010101: Art in Technological Times project was an enormous, year-long multi-faceted project occurring both in SFMOMA gallery spaces and online. The 8-member Perimetre studio was given all tasks for the project, including Website creation, physical exhibition design, exhibition catalog publication, branded goods design, and a unique in-gallery signage solution. I focused on media and information presentation in gallery spaces, and artist "guided tours" of Web works on the Website.

SF Station v2.0 – City Guide Website
Client: SF Station, San Francisco, USA

SF Station's popularity became it's burden. The city guide grew exponentially, and buried the staff in timely maintenance tasks. SF Station v2.0 excels where the original fails, allowing for businesses and event managers to maintain content, visitors to customize the site to their interests, and ultimately staff to focus on growth. I consulted with technology and art teams from concept to launch, focusing on a fast, usable, feature-rich experience, readily adaptable to future / wireless markets.

San Francisco Museum Of Modern Art – Organizational Website
Client: SFMOMA, San Francisco, USA

SFMOMA's request: leverage the museum's reputation as innovators on the Website. Over a multiphase project, the site grew from a small, focused message to a tool rich with enhancements useful for visitors and staff – but the unique styling of the site remained identical. I assisted the organization in defining long-term strategies of the program, directed the creation of a flexible design and build that allowed for growth without continual redesigns, designed offline branding campaigns to promote the site, and consulted with vendors in accommodating the museum's legacy IT solutions.

OTHER SKILLS AND INTERESTS

- Devoted student of the Japanese language, possessing advanced intermediate communication skills. Daily exposure to the Japanese business environment for over 2 1/2 years, collaborating closely with non-English speakers on complex creative projects.
- Expert Mac user. Knowledgeable in Mac hardware and proficient in many Mac software applications.
- Extensive experience with small and medium-format photography, techniques, and equipment.
- Advisory board member for Macromedia, consulting on Dreamweaver, Fireworks, Sitespring, and Contribute software applications.

EDUCATION

Bachelor of Arts with Honors, **FILM**
San Francisco State University, 1995