

Joshua Sassoon

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EXPERIENCE 2001-PRESENT

» Sony Music Entertainment, Global Digital Business – Direct To Consumer Group – Interactive Art Director – August 2009 – present

Primary responsibilities are leading major interactive initiatives for our artists across all music labels as well as Sony Music Entertainment corporate initiatives, managing junior designers, creative project management, interfacing with engineers, conceiving and scoping new product ideas and enhancements, creating/streamlining design and production process, and presenting/pitching work to clients. Daily tasks include wireframing/UI/UX, brand boards and conceiving for pitches/presentations, creative design, managing junior designers and managing development on sites and products. Project types include global community/editorial sites, commerce sites, flash microsites, teasers sites, social network customizations, widgets/interactive viral pieces, and banners. Secondary responsibilities include flash development, motion-graphics, and front-end coding (html/xhtml/css).

» MySpace (Fox Interactive Media) - Senior Interactive Designer/Developer - www.myspace.com - January 2009 – July 2009

Senior creative developer responsible for designing and developing major company initiatives and partnerships, specifically focused on major east coast clients and national/international partnerships. Responsibilities include pre-sales conceiving and creative design, interfacing with major clients and partners, front-end development, flash design/development, and managing/maintaining sales/marketing projects and campaigns.

» MySpace (Fox Interactive Media) - US Marketing Design Manager and Lead Designer - www.myspace.com - August 2007 - January 2009

Lead designer responsible for designing and maintaining web/print US marketing and sales initiatives and managing the marketing design team. Responsibilities include user-interface design, creative comps, pre-sales creative and presentations, front-end programming, flash design/development, SEO, managing backend tech builds, and interfacing with internal marketing/sales/business development teams. Design for marketing & sales initiatives includes a wide range of styles/subjects, including live events, strategic partnerships and sponsorships, entertainment, brand promotion, music, sports, volunteer/charity, political, product marketing, mobile, and strategic initiatives.

» The Designory - Creative Flash Designer/Developer - www.designory.com - December 2005 - June 2007

Creative flash designer/developer for Nissan USA (www.nissanusa.com) and Infiniti (www.infiniti.com) websites. Took projects from concept to completion, including motion design and animation, coordinating development with backend developers, and flash development. Worked on template microsites and global navigation prototyping for Nissan and Infiniti international sites.

» Dustin W Design - Senior Designer/Developer - www.dustinwdesign.com - May 2003 - August 2007

Senior flash designer/developer on all major initiatives, front-end developer, php/MySQL developer, creative designer and concept artist, senior project lead on interactive projects, tech consultant, graphic design, user-interface / information architecture, and client pitches/proposals. Major projects included TV and DVD microsites for major studio releases, feature film websites, and charity/non-profit websites.

» Independent Work / Freelance Designer/Developer - www.joshuasassoon.com - 2001 - present

Full service site concept, design, programming and maintenance for independent clients since 2001. Experience working both independently and in teams for small and large design firms on regional/national/international sites. A current selection of projects and links can be found at www.joshuasassoon.com

SKILLS

- » Expert Adobe CS4 - Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Fireworks, and After Effects
- » Advanced actionscript 2.0, proficient actionscript 3.0 flash developer (currently learning)
- » Ability to hardcode xHTML, XML and CSS
- » Advanced Javascript and working knowledge of AJAX
- » Advanced PHP/MySQL, working knowledge of PERL

- » Expert Microsoft Office and advanced knowledge of project management software (basecamp, dashboard, sharepoint, test director)
- » Advanced print designer - graphic design/illustration, layout, magazine production, color proofing/correction, retouching, prep for print.
- » Working knowledge of video editing (final cut or adobe premiere) and video compression for web
- » Expert mac/pc user. Working knowledge of linux/unix operating systems

EDUCATION

- » UCLA Student Media Design Training 2001
- » Intel Web Design Internship 2000
- » B.A. Art History, UCLA 2003

EMPLOYMENT

- » Sony Music Entertainment August 2009 - present
- » MySpace (Fox Interactive Media) August 2007 - July 2009
- » Self Employed (independent contractor) 2001-present
- » The Designory - December 2005 - June 2007
- » Dustin W Design - May 2003 - August 2007

INTERESTS

- » Photography and motion graphics / animation
- » Architecture (especially mid-century) and art history
- » Travel
- » Urban design, industrial design, product design & packaging
- » Illustration, crafts, baking

- » For Samples of recent and archive work, please visit www.joshuasassoon.com
- » Print portfolio and references available upon request