

Greg Shuster

2655 Prosperity Ave. Fairfax, Virginia 22031

Experience

Audax Health (2010 - present)

Vp of Creative/Interactive Creative Director

As one of the founding members it was my role to lead all creative initiatives and build a fully functioning in-house team of techs and creatives. Worked on groundbreaking projects in the reactive health information realm. Won over 16 million in angel, series A, and series B investment. Metrics of note are our astounding time on page (avg. of 10 minutes or more!) and over 10k signups the first week. This was accomplished using variations of multiple UX techniques, backend classifiers, and gamification techniques as well as several promotional campaigns all designed and launched from in house.

Art Institute of Washington/NoVA (2009 - 2012)

Adjunct Web & Design Professor

Teaching is my way of giving back to the design community. Teaching has helped me develop the ability to mentor anyone wishing to advance in the interactive and design fields, either in the classroom or the office. A very rewarding position that I hope to continue into the future.

QinetiQ North America (2009 - 2010)

Web Author/Designer II

Responsible for an in-house team of web designers that provide interactive and marketing solutions for the federal government, mostly on GSA projects. Provided fresh and intelligent solutions for site re-designs as well as refocusing graphics and identity content to contemporary standards.

Ruckus.com/Tunepost.com (2007 - 2009)

Print + Interactive Art Director

Ran the in-house team of 3 designers, 2 copywriters, and 3 developers. Laid out the GUI development and advertising/marketing projects, which resulted in the user base expanding to over 2 million active users and a 25% rise in unique traffic and page views.

iKY Clothing (2006 - 2010)

Art Director & Graphics Manager

Have streamlined and developed iKY into a solid marketable entity. Manage the production of new lines, build up trade show material, and web/print material with a staff of fashion designers and PR associates.

Composition Systems Incorporated (2003 - 2005)

Press Manager/Production Editor

Ran a production, editing, and finishing staff of 10. Worked on large-scale print campaigns and accounts with clients such as Kings Dominion, Hummer, Washington Nationals, Arnold Worldwide, Burlington Coat Factory, as well as for many others.

CustomInk.com(2001 - 2003)

Graphic Designer

As the company's first designer, I helped lay the groundwork for their current "design on demand" system. I assisted in developing UI as well as direct marketing campaigns, which has helped lead this company to continued success.

Contact Information

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Skills Overview

- Master of the Adobe Creative suite, UI/UX Design and implementation, UX Architecture, Information Architecture, Presentation development and design, and branding
- Excellent working knowledge of CMS (wordpress & drupal), CSS, JQuery, and AS2
- Great ability to outline and manage project goals as well as build and lead teams
- Mac and PC trained (Mac preferred)
- Good Sense of humor

Education

Savannah College of Art and Design (2007)

Masters in Graphic Design

George Mason University (2003)

Bachelors in Studio Art with a concentration in the Digital Arts

Interests

Painting	Pro Bono Work
Golfing	Type Design
Traveling	Krav Maga
Photography	The Pittsburgh Steelers