



JOB OBJECTIVE

Interactive Art Director working in a challenging, interactive-focused agency, leading a team of designers to the next level, solving creative problems, winning awards and strengthening an interactive department in its creativity, organization and professionalism.

PROFESSIONAL EXPERIENCE

2006-2009 RTCRM USA

Lead Interactive Art Director

RTC Relationship Marketing is a cross-discipline agency focused on developing meaningful dialogues between customers and brands through engaging, effective communications. It is a 40-year-old company with offices in DC, New York and Chicago. It is part of the Wunderman network and a WPP-owned company.

First hired as a brand Interactive Art Director, then promoted to Lead Interactive Art Director, I was a lead manager in the Interactive Department at the DC headquarters, supervising a team of three Art Directors, four Designers and two Developers. My core duties included improving the quality of design, organizing team tasks and encouraging innovative thinking across the department. Working with clients such as AARP, Dell, Abbott and Microsoft, I helped drive the strategy around the interactive projects, with an emphasis on maintaining superior user experience and brand integrity. I developed concepts with Writers and worked closely with Creative Directors on upholding campaign strategies. I was responsible for leading a project from process to design to development, while facilitating communication between teams and departments.

2005-2006 The Upper Storey Singapore

Art Director

The Upper Storey is an independent digital-focused agency, providing detailed interactive experiences and rich media for clients such as Sony, Nokia and Citibank. It has become one of the fastest-growing and most-awarded interactive agencies in Singapore, and has offices in Kuala Lumpur and Mumbai. It is well known in Singapore for its efficiency, tech know-how and 3D and motion graphics capabilities.

As an Art Director, I was brought in to aid in managing a new sister interactive department in the company. I worked closely with the project manager and production team, supervising four Senior Designers. Together, we designed and developed rich-media sites for Nokia and Citibank.

AWARDS

2008
W3 Award, Gold
For the AARP Welcome Web site

2007
Addy, Gold (Best in Show)
For the AARP MyHCOExpert Web site

2007
Pollie, Gold
For the Delay's Dollars Web game

2006
Addy, Gold
For the FlipClip application

2006
How Magazine, Top Ten Award
For the Spunk Magazine Web site

2005
Addy, Silver
For the Walton Arts Center Web site

2003
Macromedia's Site of the Week
For the Diphthong ID Web site

1998
New Media Invision Awards Festival, Gold
For Discovery "Live from the Titanic" screen saver

EDUCATION

1991-1994
Virginia Commonwealth University
Communication Arts
Major: Electronic Media/Graphic Design
Degree: Bachelor of Fine Arts
GPA: 3.9
Dean's List, 1993
Fulbright Scholarship, 1994

1989-1991
NOVA Community College
Art Foundation
Studies: Art History, Psychology, General Academic
GPA: 4.0

PROFESSIONAL EXPERIENCE

2001-2006

Spunk United Singapore

Art Director/Editor

Spunk United Magazine, publishing its content solely online, collects exceptional eye-candy and gathers the ideas of creative people. Intended mostly for young Singaporean Designers and Illustrators, it also seeks to showcase inspirational people wherever they may be in the world. Each issue (volume) is produced over the span of a year, in an attempt to encapsulate the thoughts and styles of that year.

At Spunk United, I acted as both Editor and Art Director. I was responsible for organizing and copyediting content from several different sources, then placing that content into various unique layouts. Conducting interviews with talented people was a substantial part of what I did at the magazine.

1999-2005

Diphthong ID Singapore/USA

Founder/Director/Producer

First founded by me then later turned into a partnership with Wesley Grubbs, Diphthong Interactive Design (ID) grew into a unique interactive design studio with offices in Singapore and the United States. As a full-service interactive design studio offering general services such as online branding, corporate Web design and game design, our specialty services involved the creation of custom CMS and integrated Web applications. We followed a simple manifesto: Do good work by making online content available, readable and enjoyable, creating bonds through positive brand associations, which in turn will lead to elegant concepts that solve difficult problems.

Being the founder of Diphthong ID I wore many hats, but my core practice was to direct a project from start to finish, ensuring the best quality in both design and technical utilization. As a producer I was active in gaining new business, and I was responsible for writing strategic business plans, client proposals and briefs. I conceptualized the Web sites and applications we produced for the company and for our clients, collaborating closely with the Developer on understanding the best technical approach for the project. Within six years, I served over 40 different companies such as Kellogg's, Canon and Bennington College, and working with Wesley Grubbs, we gained clients such as Walton Arts Center, Asia-Inc and Thruport Technologies.

FEATURED IN PUBLICATIONS

2005

Rethink, Redesign, Reconstruct

By Mark Wesserman
Published by How Design

2004

Redesigning Web Sites: Retooling for the Changing Needs of Business

By Stefan Mumau
Published by Rockport Publishers

FEATURED ON THE WEB

2007

Born Magazine

www.bornmag.com

2006

Computer Arts Magazine

www.computerarts.co.uk

2005

Shift Magazine

www.shift.jp.org

2003

Newstoday

www.qbn.com

2003

K10K

www.k10k.net

2001

Netdiver

www.netdiver.net

1997

Fierce Magazine

www.fierce.com

RECOMMENDATIONS

“Max and I worked together at RTCRM for several years. In that time I found him to be methodical, focused, and tenacious. I have great respect for his design sense and his understanding of how design works online. He is a highly creative collaborator. He takes raw ideas, pluses them conceptually, and brings them to life. I would highly recommend him for your company.”

Scott Margolis

Associate Creative Director, RTCRM

PROFESSIONAL EXPERIENCE

1995-1999

The New Media Group USA

Art Director

Founded by Michael Endres and Rand Kramer, The New Media Group (now Sitework) was known for exceptional multimedia work, made by a dedicated group of professional digital design craftspeople. TNMG operated in Reston, VA, strategically located near the offices of AOL, providing digital design services mostly for AOL, but also for Discovery, National Geographic and PBS. At its height, TNMG worked with several entertainment start-ups such as Music Boulevard, creating David Bowie's first Web site and promotions for The Rolling Stones, and commercial start-ups such as Winstar and XM Radio.

I began my career at TNMG as an Interactive Designer, and was promoted to Art Director in 1997. My responsibilities were to conceptualize a project's design, refining designs and aiding the team on design sensibilities wherever needed. I formulated project architectures, working closely with the Creative Director. The types of projects I worked on were either CD-ROMs, traditional HTML Web sites, Web games or channel pages for AOL. I organized Web sites' structure and content through standard UX documents (site maps, wireframes and flow-charts) to aid in the understanding of a project's goals for Designers, Programmers and Developers. My goal at TNMG was simple: Make professional multimedia designs with the best possible user experience.

1994-1995

Boxer Films USA

Game Designer

Boxer Films (now Blockdot) was an independent game and software development company located in Charlottesville, VA.

While finishing my studies at Virginia Commonwealth University, I worked part time with Boxer Films (also known as BoxerJam). I helped to conceptualize and produce online multiplayer games with a team of professional designers and programmers. I worked with the producers and game developers to generate imaginative ideas and concepts, mostly for educational games. I worked on the beginning phases of "Strike A Match," an online multiplayer game, which was the primary project during my employment there.

RECOMMENDATIONS

“Max rocks. He is an all-star digital player with an implicit understanding of user experience and a gift for design that is truly outstanding. Max is the man to whom you can assign a project and rest assured that every detail will be attended to. Meticulously. Case in point: our agency website, rtrcm.com, was a labor of love for Max. He spent long hours partnering with an illustrator, animation studio and videographer to create a brand experience that reinforces our value proposition of 'spark something' without ever losing its sense of humor. While most creatives profess passion for their work, Max is entirely consumed by it. Every assignment is an opportunity to raise the bar for the client, every deliverable a personal challenge to push himself harder. I truly admire his profound commitment to his craft. Digital design is clearly a vocation for Max, not a 9-to-5 job. In an industry where talent is often over-stated and over-rated, Max is the real thing. ”

Matt Connor

Executive Creative Director, RTCRM

“During the three years I worked with Max, I was constantly amazed by his never-ending talents. Creatively, he was the most accomplished AD at our agency. Always finding an elegant solution to the toughest problems. With a keen eye and quick execution skills, he was in demand. His dedication was unquestionable too. Often working nights and weekends. Far too many! But Max's strategic and thought leadership are what I value most. The entire agency, from seasoned interactive pros to newbie's benefited from his extensive experience and willingness to help others grow. ”

Dave Schafer

VP/Creative Director, RTCRM

ADDITIONAL COMMUNICATIONS

Portfolio

www.diphthong.com

Linked-in Profile & Recommendations

www.linkedin.com/in/maxhancock

Behance Portfolio

www.behance.net/maxhancock

Twitter Feed

www.twitter.com/maxebb

Blog

www.diphthong.com/blog/