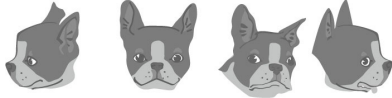


# Charles Hearn



## 👤 | PROFILE

Producer and manager of multi media creative content, art education and creative outreach

## 🎓 | EDUCATION

THE SCHOOL OF VISUAL ARTS  
Master of Fine Art 2004

UNIVERSITY OF CALIFORNIA  
BERKELEY  
Bachelor in Art Practice 2001

L'ACCADEMIA DI BELLE ARTI DI  
BOLOGNA  
Fine Art, Print Making, Art and  
Cinema History 1999, 2000

## ⚙️ | SKILLS

Adobe CS, Web Design, iOS,  
Office, Asana, Word Press, Figma  
illustration, painting, event design,  
production and logistics

## 📧 | CONTACT

(917) 679-8307  
[cercare24@yahoo.com](mailto:cercare24@yahoo.com)  
[www.chromakid.com](http://www.chromakid.com)

## 🌐 | EXPERIENCE

### Multi Media Creative

Uptown Production and Breakdown, New York, NY 01/17- 02/22

Creating ways to ensure brands and people have great times together, in digital, OOH, experience, and in print. From napkin drawings, to meetings and guiding creative; to logistics, and event production, through all stages, ideation, implementation and clean up. Producing and managing creative assets, styles and content for Starbucks, American Express, and Amazon. For client agencies including Edleman, d1A and more, in association with Mixed Greens Event Design, Marcy Blum and NYPR.

### Art Director/ Digital Project Manager

TAG Worldwide, New York, NY 01/14- 12/16

As AD: Creating title specific branded digital rich media assets for Time Inc. titles like EW, SI, and TIME across web, social, email, in app and store fronts like iTunes, Amazon, and Facebook. Partnering with writers, designers and marketers to make Time Inc. titles shine in the digital ecosystem.

As DPM: Managing digital ad placement for Burberry. Tracking and delivering all digital creative for the Americas, using Asana and a CMS. Managing a design team and styleguide, to produce complex international campaigns, building brand awareness online and account profitability.

### Art Director/ Web Designer

Time Consumer Marketing Inc., New York, NY 8/10- 2/14

Designing rich media promotional collateral for Time Inc. websites to increase subscription rates. Using animation, pop ups, banner ads, and producing in-app elements my creative was deployed to increase awareness of title availability on tablets and devices.

### Senior Graphic/ Web Designer

The New York Department of Design and Construction,  
New York, NY 3/03- 5/09

In the Office of Creative Services leading creative promotion for the City of New York. Branding an international design competition for a new street light, redesigning the agency identity. Creating new opportunities for the studio by producing work for different client agencies like Parks, DCA and the Mayor's Office. Designing displays, building graphics, websites, annual reports, newsletters, video, animation and brochures.