

tim lukian

Curriculum Vitae 2010
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Art Director

ZEROS 2 HEROES MEDIA, JANUARY 2009–JUNE 2010

Zeros 2 Heroes Media is a company which performs online comic book development and publishing, and the creation of branded social collaboration networks (social networks with an emphasis on user-generated content).

My responsibilities have placed me at the creative helm of the conception, design, and content strategy for a number of different high-profile social collaboration networks which serve as the primary digital extensions for various entertainment brands, including leading the design group responsible for lloveheartland.com, the official fan-site for the CBC television drama Heartland, & the accompanying Mixed Media Magazine which provides exclusive, premium content about the show and its cast.

creative strategy, team management, brand development, art direction, graphic design, content strategy.

Contract Art Director

SUITE 101, OCTOBER 2008–FEBRUARY 2009

Participated in a short, highly focused project to explore, refine, and redefine the acquisition and entry experience for the core user base of a prominent online writing and publishing portal. The core challenge of this project was to collaborate with a small team of information architects and experience designers to improve the engagement and retention of new writers, and help them to easily understand the portal's business model, submit writing samples, and ultimately help them transition from the application process into full participation on the site.

creative strategy, brand research, art direction, graphic design.

Asst. Creative Director

RIPTOWN MEDIA, NOVEMBER 2006–NOVEMBER 2008

Riptown Media was a Vancouver-based media and communications firm which functioned as the product design and content development arm of an international online gaming and entertainment company.

I led the concept and design of an ambitious and large-scale initiative to create an online video portal that served as the delivery platform for a series of online video content channels. The site boasted advanced content management, a sophisticated tagging system, and a modular and innovative approach to content association. These all served as the foundation for a robust playback application & media library, with user preference-modelling and customization.

During the course of the project I wore several hats, ranging from conceptual planning and IA, to visual design, to project management.

creative strategy & leadership, brand development, art direction, graphic design, project management, flash development.

Flash Developer / Interaction Designer

MACLAREN MCCANN, SEPTEMBER 2004–MARCH 2006

Working as a member of MacLaren's flash development group, I was responsible for collaborating with both the design and tech teams throughout the lifespan of projects in order to bring interactive marketing initiatives to life for such clients as General Motors, Rogers Media, Intel, & Microsoft.

I worked with different brand groups in order to translate concepts into interactive environments for outbound (web, kiosk, and CD-ROM) media initiatives, and online marketing websites such as the General Motors Canada website (www.gmcanada.com). In addition to these roles, my collaboration on projects frequently extended to the preparation, and aggregation of third party content & media, creative brand writing, usability consulting, and site information architecture.

actionscript programming, design collaboration, resource coordination, audio production, content management

Flash Developer

HYRO TECHNOLOGY / FORD AUSTRALIA, JANUARY–JUNE 2004

While living in Melbourne Australia I was employed as a Flash developer, and worked primarily on the Ford Australia website, both providing updates and maintenance to the existing content, and progressively updating and modernizing the underlying technology in order to facilitate future content and template management.

actionscript programming, content management, motion design.

Graphic Designer

BLUESPARK, SEPTEMBER 2001–MARCH 2002

At Bluespark I had the opportunity to develop my Flash skills, as my role included both design responsibilities, and a great deal of multimedia development in Flash. While there I contributed to and led projects for such clients as Rogers Media, Grocery Gateway, GlaxoSmithKline, and TVOntario.

concept development, concept realization, information design, creative strategy, new business development, flash development

Graphic Designer

OVEN DIGITAL, AUGUST 1999–FEBRUARY 2001

I was employee #3 at Oven's Toronto office, and worked there from day-one until we closed our doors in the midst of the dot-com crash. Starting as a junior designer, I mentored closely under the creative director, and quickly assumed a design leadership role, becoming intrinsically woven into the fabric of Oven's design community, both locally and globally.

I worked with W Hotels, Best Buy, INEXTV, Shift Magazine, Probono.net, The Leaf Initiative, RentAnything, Shift Magazine (the Canadian one), and Playdium in conjunction with Microsoft. I headed-up such internal efforts as the complete information/visual design of Oven's corporate intranet, including a global resource allocation & project planning toolkit.

I also performed some print design, both for a probono lawfirm, and for outbound Oven advertisements placed in Shift magazine. Also had gobs of fun, and traveled a bunch, frequently contributing to projects in San Francisco and New York.

concept development, concept realization, information design, creative strategy, new business development, front end development.

Front-end Developer & Designer

MODEM MEDIA, JULY 1998–AUGUST 1999

I worked as a junior designer, and was responsible for executing IBM's interstitial & banner advertisements. Also responsible for Director/Lingo development (what little there was), and editing of video promo materials. Worked with Coca Cola, IBM, AT&T, Raid, Jamieson Vitamins, Scotiabank, Hot Docs, and Alamo Rent-A-Car.

general pixelmopping, irritating my colleagues with my music.