

Rebecca J. Milton

interactive
design + direction

Profile

Technically savvy, results-focused creative professional with over a decade of experience focusing on creative ideation, strategy, design, project management and team leadership. Strengths in conceptual thinking, creative direction and project scope development. I am a hands-on creative leader that enjoys the challenges of navigating complex projects and delivering high-level creative to clients on budget and on time.

Experience

ART DIRECTOR - HEAD OF DOMESTIC MENUS, DELUXE MEDIA; MOOSIC, PA 2015-PRESENT

- Lead a team of designers, production artists and programmers in the design and development of UHD, Blu-ray, DVD and iTunes Extras menus.
- Develop workflows and best practices to ensure optimum efficiency and an accurate final product
- Interface with clients to gather direction and ensure that final product is in line with marketing strategies
- Create, write and edit presentation decks
- Organize and oversee creative kick off meetings and check-ins
- Work with studio clients and developers to create delivery specifications and workflows for new UltraHD Blu-ray launch

ART DIRECTOR, DELUXE MEDIA; BURBANK, CA 2012-2015

- Lead a team of designers, producers and production artists in the creation of Home Entertainment menus and content, iOS and Android apps, Second Screen initiatives, website architecture and design, theatrical promotions, broadcast graphics/packages and internal promotions
- Direct, design and develop concepts for a broad range of network and studio clients across multiple platforms
- Organize and lead creative kick off meetings and check-ins
- Written and verbal presentation of concepts and designs to clients and upper management
- Oversee project execution from initial concepts through final client delivery
- Drive creative deadlines to meet and exceed client expectations
- Establish department-wide workflow and organizational standards
- Worked alongside our studio clients and the Apple iTunes team to develop best practices, creative recommendations and workflows for the launch of iTunes Extras menus

SOCIAL MEDIA COORDINATOR / ART DIRECTOR, VOLUNTEERS OF THE BURBANK ANIMAL SHELTER; BURBANK, CA 2012- 2016

- Manage content across social media platforms to boost and enhance fundraising and adoption initiatives
- Rebrand the VBAS's social media and print graphics to better communicate messaging and enhance social media presence
- Design, write and develop social media content and strategies
- Monitor and improve social media outcomes for marketing and community outreach efforts

contact

c: 805-469-4994

e: rebeccajmilton@gmail.com

w: rebeccajmilton.com

Rebecca J. Milton

interactive
design + direction

ART DIRECTOR / TECHNICAL DIRECTOR / PROJECT MANAGER, NEW WAVE ENTERTAINMENT; BURBANK, CA 2007-2012

- Lead team of designers and production artists in the creation of iOS apps, interactive content, broadcast graphics, web design and print promotions
- Manage projects from initial conceptualization through final delivery
- Technical Director on all interactive and Blu-ray projects
- Work with developers to ensure final product meets creative goals
- Create department-wide workflow/protocol to ensure efficiency and accuracy
- Head department tech team and work closely with operations department
- Troubleshoot Mac OS technical issues

WEB / PRINT DESIGNER, THE GRATEFUL PALATE; OXNARD, CA 2004-2007

- Create point of sale marketing materials for artisanal food and wine brands
- Work with developers to plan, design and launch e-commerce site
- Develop consistent brand identity and marketing pieces to be used by national sales team and retailers
- Create and maintain database of marketing assets

Awards & Nominations

2016 Daytime Emmy Award Nomination - Art Director,
Outstanding Interactive Media - Enhancement to a Daytime Program or Series,
PBS Sprout's Ruff Ruff, Tweet and Dave: Companion App

Education

California State University Channel Islands, Camarillo, CA
BA Art / Graphic Design

Fashion Institute of Design and Merchandising, Los Angeles, CA
AA Graphic Design

Software

Photoshop, Illustrator, After Effects, InDesign, PowerPoint, OmniGraffle,
Acrobat Pro, Keynote, Excel, MS Word, Facebook Insights, Cinema4D, Maya,
Dreamweaver and Flash

Recent Project Involvement

Ruff Ruff, Tweet and Dave Companion App, *Secret Life of Pets* on-disc
interactive and menu design, *Minions* on-disc interactive and menu design,
HBODigitalHD.com website design and development, WeTV GIF Sync App.

contact

c: 805-469-4994

e: rebeccajmilton@gmail.com

w: rebeccajmilton.com

Clients

Recent clients include: Universal Pictures, Warner Brothers, Apple, Disney,
Illumination, PBS Sprout, HBO and AT&T.

References and portfolio available upon request