

DM Busch Interactive Design

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Professional Experience

Freelance Design

Boston, MA and Rochester, NY / May 2002 to present

Design interactive, motion graphics, video, and printed work for a variety of agencies and both national and local clients. Assess client and user needs to make site architecture recommendations. Able to hit the ground running and collaborate effectively with other team members working on or off-site.

<http://www.dmbusch.com>

PUMA.com

Interactive Designer / Boston, MA / Sept 2005 to Jan 2008

Collaborated with the interactive team within PUMA's internal creative agency to design and develop Flash-based marketing Web sites, online store interfaces, emails, and banner ads for PUMA's sport-lifestyle collections. Led the redesign of PUMA's corporate Web site for international stakeholders. Set online marketing and ecommerce design guidelines for Tretorn, a PUMA brand.

<http://www.puma.com> <http://www.tretorn.com> <http://about.puma.com>

Ardent Learning

Interface Designer / Rochester, NY / Sept 2004 to Sept 2005

Designed intuitive interfaces for Flash-based "online learning" and product knowledge sites for clients including Volvo, Porsche, and BMW at an agency specializing in instructional design.

<http://www.ardentlearning.com>

RIT School of Print Media

Adjunct Faculty / Rochester, NY / Sept 2003 to May 2004

Instructed and evaluated undergraduate publishing courses. Focused on print and multimedia production workflows using Adobe InDesign and Macromedia Flash, respectively.

Buck & Pulleyn

Freelance Designer / Rochester, NY / Jan 2003 to Aug 2004

Designed Web interfaces and motion graphics at a boutique advertising agency for clients including Sirsi, Monroe Community College, Corning, and Unity Health System.

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Education

Bachelor of Fine Arts / New Media Design and Imaging / Summa Cum Laude / 2003
Rochester Institute of Technology (RIT) / Rochester, NY

Awards + Honors

RIT Outstanding Undergraduate Scholar Award
Mowris-Mulligan Design Scholarship
Heidelberg / DRUPA 2004 Design Competition, winner

Design Capabilities

Web Site Design / Art Direction /
Motion Graphics / Video / Animation /
Presentation Design / Information Design /
Print Design / 3d Representation /

Software + Technology

- Adobe Creative Suite, QuarkXPress
- Adobe (Macromedia) Flash, some AS2 + AS3
- Ability to hand-code standards-compliant Web sites with XHTML/CSS
- Motion graphics and video software including Apple Final Cut Pro, Maxon Cinema 4D, and Adobe AfterEffects
- MS Office

References + portfolio available upon request.

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