



Solving problems with design and technology.

Experience

Lowe Campbell Ewald - Detroit, MI

Supervisor Digital Art Director / Developer, August 2014 - Present
Senior Art Director / Developer, June 2011 - August 2014

My current boss, Iain Lanivich, had an open position back at CE (Now LCE) and managed to lure me back by the way of some strange mixture of magic and aspiration. How he managed to do this is still a mystery – to the both of us. Regardless, LCE had changed a lot since I had previously left to seek greener pixels.

Today I spend my days designing user interfaces. Also I try to ease the burden of creating great UI/UX on my team while using modern tools and frameworks. I still get my hands dirty in the code too, which is fun and important for me to keep up with the trends in the digital space. I enjoy keeping up on new trends and workflows that we can implement within the team to create better work more efficiently while helping my team learn and utilize these new tools.

Other responsibilities on a day to day basis are working the traditional brand creatives and creative directors to assure our digital work carries the brand message accurately. While also working with clients to create real solutions to their digital marketing needs.

I enjoy experimenting with Internet Of Things, how people interact with those things and how they enrich peoples lives.

Hook Studios - Ann Arbor, MI

Senior Developer, January 2011 - June 2011

Hook Studios, in my eyes, is one of the best – if not the best digital production shop in the state. I really enjoyed working with the team there to produce great work for clients like Toyota, Puma, Sprint, and Microsoft. Between these jobs, we were given a lot of time to try new ideas or technologies, which I feel is an important activity when working in the digital space.

Leaving Hook and the talented team there after a short time wasn't easy, but the idea of being able to ride my bicycle to work again didn't hinder my decision.

RingSide Creative - Oak Park, MI

Associate Interactive Creative Director,
January 2008 - January 2011

A coworker and I left CE to start the digital group at RingSide Creative, formerly GTN.

At RingSide I worked with Creative teams from local and regional agencies, such as: Team Detroit, CE, Doner, CP+B, and more. We have created solutions for these partners ranging from iPhone apps to social media solutions. I was also able to collaborate with many different departments including but not limited to Motion Graphics, CGI, Compositing, Audio, Editing etc.

As the digital space continues to grow, I am able to use my agency experience, creative thinking and technical experience to help these internal groups deliver creative that is ready for the web and other interactive technologies. I also enjoyed assisting their production team with video production.

The group we started at RingSide has since been spun off into a group named Picnic and is going strong today.

Campbell-Ewald - Warren, MI

Senior Multimedia Art Director, February 2006 - January 2008
Digital Designer, March 2005 - February 2006

Doner - Southfield, MI

Interactive Designer, January 2001 - March 2005

Contact

Derek Kuschel
931 Laprairie St
Ferndale, MI 48220
313/671.7890
etx313@gmail.com
derek@thefdbureau.com

Recent Projects

CANBus Triple Kickstarter
canb.us
TheDistrict.com
EasternMarket.com
isanyoneinthetreehouse.com

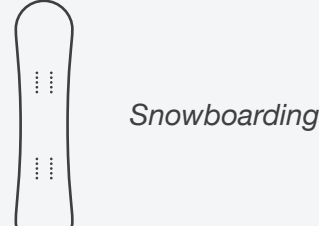
Logic Tools

JavaScript
PHP
HTML5 / CSS3
Node.js / IO.js
Grunt / Bower / Yeoman
Angular.js / Polymer / Three.js
Atom
Coda
General Unix, Linux / Terminal

Visual Tools

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Flash
Sketch
Axure RP Pro
Modo 801
Maya
Nuke
Final Cut Pro

Other Interests



Snowboarding



Motorcycles / Mountain Biking



Automobiles



Electronics



Photography / Cinematography



Triangles

Organizations

i3Detroit - Makerspace

Now Learning

CAD/CAM and CNC

References

Iain Lanivich

Group Creative Director, LCE

(Please do to call him, he is no longer at LCE)

586-871-8113

iainlanivich@gmail.com

Joe Sciacchitano

Director, Interactive Services,

Picnic

249-548-5133

admin@joeshock.com

Chris Calabrese

Associate Creative Director,

MRM McCann Detroit

586-925-2630

Chris.Calabrese@mrm-mccann.com

chriscalabrese@calacogroup.com

Nicole Walsh

Creative Operations Manager, LCE

586-855-8640

Press

Watch out, Tesla: the CANbus Triple may revolutionize automotive hacking

The CANBus Triple is like an Arduino for your car

Alltel: From TV Pitchman to MySpace Buddy

USA Today: Alltel website takes interactive campaign into man cave

Make Magazine: Makers Dozen: Detroit

Metromode Media: Local graphic artist takes reins of Movement '09

Paxahau: New theme designer announced!

Honors

Web Marketing Assoc. 2015 - Eastern Market, Non-Profit Standard of Excellence

Make Magazine - Maker Faire 2010 - Editors Choice Award

Movement 2009 - Design Contest Winner

Luxology Gallery - Juke Box featured in Modo Gallery - 2009

Alltel “Wireless Thugz” Gold Alternative - CE Internal Creative Awards 2008

Alltel MyCircle Campaign, Best of Show - CE Internal Creative Awards 2008

Alltel MyCircle Campaign, Best of Integration - CE Internal Creative Awards 2008

Mancave - The FWA Site of the day - 2007

Mancave - Webby Honoree - Telecommunications - 2007

Alltel Holiday Tale - The D Show, Best of Interactive - 2007

Mobius Silver Award - Alltel Holiday Tale Banners - 2007

Mobius Silver Award - Alltel Mancave - 2007

