
Jonathan Bates

Creative Director + Rich Media Content Developer

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Employment history

Jon Bates Design + New Media Consulting

(2003 - present)

Creative Director

- Consulting on-site and remotely in multiple capacities, including project design management, creative leader, contributing developer and user experience architect;
- Senior-level responsibility for implementing efficient execution of projects within and across organizational units; leveraging external strategic partnership resources; and promoting innovation while mitigating budgetary, scheduling and deliverability risks
- Expertise building products and designing content across multiple platforms and mediums: dynamic websites, off-site brand extensions, widgets, mobile applications, print and broadcast;
- Extensive experience and success managing design departments, product teams and fostering individual growth of reports' skill sets, leadership, self-direction and peer mentoring;
- Recent clients and projects include:
 - ✓ eBay, who asked me to research and present a critical assessment of usability issues to eBay's senior site managers in San Jose, and to prepare a framework global solution that managers used as part of a major redesign initiative;
 - ✓ A major Minneapolis-based retailer needed to streamline and automate the approval process of product line designs: Design images had been emailed back and forth between the local buyers, several hundred vendor/fulfillment agents, a design firm in Boston, an India-based 'concept extrapolation' design group, and manufacturing facilities throughout China.
 - ✓ I developed a Silverlight-based hub architecture which was deployed as an intranet sub-site, a desktop widget and Smartphone mobile app. The hub proactively notified vendors when designs were due, automatically assigned version control and design identification codes for each submitted design or revision. The buyers were able to visually map the status of all active projects, and audit-trail functionality allowed the retailer's financial analysts to identify which vendors were most efficient, where systemic problems existed, and by automating required signoff 'bricks' was able to virtually eliminate errors in which incorrect designs ended up in mass-production.

- ✓ The client is extremely pleased with the product, and has mandated that it be extended from use in their 'soft lines' division to all non-grocery retail lines within 12 months. There is also a planned 2.0 version in which I added three major features and expect to migrate up to the Silverlight 3.0 platform; my client believes the new features are major strategic advantages and has compartmentalized development under their 'Special Projects' lab with strict non-disclosure requirements for all involved;
 - ✓ Other clients, including Hewlett-Packard, HotGigs, Chegg.com and others have hired me to create direct site designs, implement AIR, Flash and Silverlight versions of static sites; provide team training in RIA, Silverlight, Flash, online product architecture and dynamic content design best-practices;
 - ✓ I have also been tapped to advise and oversee creative staff reorganizations; assess internal leadership and execution capabilities; and create design process standardization systems (identity guides; publishing procedures and tools; quality assurance; online toolkits with templates, code snippets and graphic master templates)
- In addition to the above-named clients, I do work for FOX, Om Records, HGA Architects, Impossible Fabrics LTD, and pro-bono design, business consulting and marketing strategy services for local non-profit organizations that empower and provide self-sufficiency to the working poor, people with mental illness and first-generation immigrant citizens.

CNET Networks

(2001 - 2003)

Design Director

- Directed user experience and design for 13 brands worldwide, comprising the 12th largest web publishing network in the world and serving 10-20 million visitors original content daily
- Led worldwide visual unification of network site designs, including overhaul of Shopper.com, mySimon, CNET Reviews and CNET.com, and the post-acquisition integration of all sites within ZDNet
- Successfully led design team to implement a uniform template and design standards architecture, which enabled advertising partners to execute campaigns worldwide via CNET's network using standard ad types and a unified insertion/reporting infrastructure
- Managed staff and budget for over 30 direct reports, including art directors, designers and production artists
- Responsible for overall design implementation and creative approval authority for multiple design and production groups sited worldwide

The Ocean Channel

(2000)

Vice President, Product Development

Start-up venture

- Architected user experience and created initial site design, content indexing and publishing strategy for environmental/ ocean-centered start-up
- Built innovative business model for rich media content business, including content management and automated output systems, real-time ad insertion and use of VBI in video encoding for one of the first automated, searchable media collections available
- Senior leadership role in initiating product strategy into additional vertical markets and new product categories, including wireless, broadband media, set-top and traditional media
- Built revenue opportunities across network, including innovative ad units, lead drivers and sponsorship placements independent of media format, device or system configuration

Excite@Home

(1998 - 2000)

Senior Producer, Multimedia

- Created and managed video content programming team serving over 1.2 million subscribers, the world's largest broadband network at the time. Managed content-sharing relationships with CNN, MSNBC, Fox News and over 20 additional affiliates
- Worked closely with advertising and marketing teams to create innovative broadband and 'intelligent' promotional devices for sponsors, including Ford, Dell, CNN and Microsoft
- Produced three weekly online shows, including 'Click Video for @Home', a popular short-format broadband video collection which introduced the first animated 'veejay' host on a major portal

CNET Networks

(1996 - 1998)

Director, Multimedia

- Managed and assembled team of developers to create next-generation multimedia content and generate new revenue opportunities for the company, partners and advertisers, including Microsoft, Dell, Hewlett-Packard, Gateway, Earthlink, MCI and several others
- Designed and conceptualized offline animated content with online interaction and data-driven dynamic presentation; I architected and executed the Snap! training product as part of the launch team for Snap.com, which was later acquired by NBC
- Led R&D group under CEO Halsey Minor and senior executives to create prototypes and proof-of-concepts to demonstrate CNET's forward-leaning leadership in the early development of large-scale internet publishing; designed presentations for major media rollouts and acquisitions

- Worked with strategic partners under direction from the CEO and senior executives to integrate partner business goals and revenue initiatives with CNET's competencies, ensuring long-term relationships and providing financial benefits and other incentives for major brands to partner with CNET Networks and its worldwide collection of online properties;

Tools, Skills & Training

- Superior creative ability in web, mobile and advertising design via tools that include Adobe Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat Professional & Flex
- Advanced skills in Microsoft Expression 2 suite, including Silverlight content development and HD online video encoding
- Design and authoring of dynamic Flash content (Adobe Flash Professional CS4)
- Coding in HTML, XML, XAML, ASP, WML/WAP, JavaScript, Visual Basic and dynamic data exchange techniques
- Advanced PowerPoint presentation design and authoring
- Excellent copy writing and editing capabilities for all levels of technical, advertising and creative content
- Extensive experience in successful management of large creative and technical teams, including budget planning & oversight; staff skills development; metrics- based quality and efficiency analysis; and inter-organizational product planning & coordination leadership
- Firm commitment to building and protecting brand equity, including ensuring universal excellence in building quality products that serve consumer demand and stimulate revenue
- Enthusiasm to teach what I know and learn what I don't with humility, curiosity and vigor

References & Resources

- Professional and personal references gladly supplied upon request
- Portfolio available at www.jonbatesdesign.com/resume.aspx
- Additional information on LinkedIn (<http://www.linkedin.com/in/jonathanbates/>)