

## Griffin Cherry

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## Objective

To bring my eclectic set of creative, editorial, and managerial skills together in pursuit of an interesting and challenging goal in the field of online media or application development.

## Experience

7.02 - present

### **Creative Director**

ShipCycle, LLC

*Boston, MA and Washington, DC*

Responsible for all design needs of early-stage startup. Worked closely with founder to design flagship product, a suite of Web-based logistics management tools. Created all screens and GUI widgets, from initial concept through presentation-layer coding in PHP. Spec-ed out process flows and business rules for application logic and worked closely with engineering during implementation. Developed corporate branding and designed marketing materials, presentations, and other collateral as needed.

9.01 - 7.02

### **Senior Designer / User Interface Specialist**

Riverdeep Interactive Learning

*Cambridge, MA and Redmond, WA*

Designed user interfaces for Web-based educational products, particularly collaborative toolkits for teachers and education management systems for district-wide use. Worked closely with educational content specialists on the design and engineers on the implementation. Also responsible for design and daily upkeep of corporate marketing and tech support Web site, including weekly online magazine for use in high school classrooms. Created product promotions and other materials as needed.

11.98 - 6.01

### **Art Director**

TVGrid, Inc.

*Boston, MA*

Responsible for all graphic and content needs for provider of private-labeled television listings. Developed partner-customizable look-and-feel for online and set-top box service, including graphical user interface to easily search and navigate a large body of complex data. Created unique online ad format specifically to serve television industry. While serving as ad-hoc Managing Editor, contributed to development of overall corporate strategy, especially in content arena. Performed competitive analysis and developed content plan designed to stand out in crowded market. Wrote and designed marketing materials as necessary.

11.98 - 11.00

### **Managing Editor / Art Director**

Student.Com, Inc.

*Boston, MA*

Oversaw editorial and design staffs in daily production of student-targeted Web site. Developed overall editorial strategy, including subject areas to cover and desired tone of articles. Worked with editors to develop story ideas and assure high quality of all published material. Directed all aspects of the visual design of the Web site, from overall look-and-feel to daily article artwork. Coordinated with Production and Development Departments in implementation of design vision and with Business Development staff to build third-party relationships and monetize content-based service. Managed six direct reports, from hiring to termination upon cessation of operations.

Note: *Student.Com and TVGrid were sister companies; I performed both job functions simultaneously until Student.Com ceased operations in November 2000.*

12.95 - 11.98 **Art Director**  
Etheria Web Presence & Design  
 Berkeley, CA

Co-founded design-oriented Web development firm. Managed Art Department and directed design of Web sites for corporate clients, including Lotus Development Corp., Sun Microsystems, and the United Way. Personally created look-and-feel for most projects and managed team of illustrators, production artists, and UI programmers through project realization.

12.95 - 11.98 **Art Director / Editor**  
Tweak Magazine  
 Berkeley, CA

Co-created popular and critically acclaimed on-line magazine. Worked closely with Creative Director on initial design and architecture; became primary designer in May 1996. Solicited and edited articles, coordinated online events and cross-promotions with other sites, and managed general day-to-day operations. Site was featured in several early books and articles on Web design and received numerous awards, including "The High Five Award for Excellence in Web Design" and "Cool Site of the Day."

Note: *Etheria and Tweak were sister companies; I performed both job functions simultaneously.*

9.91 - 8.96 **Principal**  
Griffin Design Studios  
 Santa Cruz, CA and Oakland, CA

Designed print materials for clients ranging from local small businesses to a multi-national publishing company. Created licensed products for Walt Disney, Warner Brothers, and the 1996 Olympics.

5.92 - 6.94 **Editor-in-Chief / Editor Emeritus**  
The Fish Rap Live!  
 Santa Cruz, CA

Held various editorial positions on alternative student newspaper specializing in investigative reporting and personal journalism. Supervised all aspects of the publication, including ad sales, story assignments, editing, production, and distribution. Wrote op-ed and reporting pieces and managed 30-person staff.

5.90 - 6.94 **Reporter / Commentator / Student Editor**  
Pacific Youth Press / Pacific News Service / Yo! Youth Outlook!  
 San Francisco, CA

Reported on youth issues for international wire service. Wrote, recorded, and edited radio commentaries for local public radio and NPR's "All Things Considered." Developed Bay Area-wide youth newspaper. Helped secure funding, decide editorial mission and style, recruit staff, and build distribution model.

## Skills

Design: Power-user skills in Adobe Photoshop and Macromedia FreeHand; highly skilled in Adobe Illustrator, Quark XPress, and Adobe InDesign; comfortable with Macromedia Flash and most other graphics tools; working knowledge of FinalCut Pro, DVDStudio Pro, and other video authoring tools.

Tech: Expert in hand-coding DHTML including JavaScript and Cascading Style Sheets; very familiar with browser and platform differences, standards-based coding, file optimization techniques, and color palette issues; comfortable with PHP for presentation-layer coding; working knowledge of XML, XSLT and related technologies; familiar with MySQL, Apache, and various other back-end applications.

## Education

9.91 - 6.94 **University of California at Santa Cruz**  
 Completed course-work for degree in International Journalism (a multi-disciplinary major emphasizing writing, politics, sociology, and languages) with Honors to Highest Honors-level evaluations.

## Interests

Home restoration, woodworking and cabinet making, adventure travel, politics and current affairs, movies and television, and live music.