

# Ford Minton

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[fordminton.com](http://fordminton.com)

## Work History

### Freelance

Art Director | Designer

9 | 2005 — Present

Creating idents, branding assets, and scalable design solutions for a diverse client base. Clientele include: restaurants, DOD contractors, corporate, film projects, 501c3's, and educational entities, with a recent focus upon the design and art direction needs of startups [primarily *incubator* and *post-angel* level].

### AOL [contract]

Designer

3 | 2011 — 5 | 2011

Working in the Applications & Commerce Group. Involved in AIM re-brand [re-working mark/lock-up]. Helped build the fledgling creative/production group's processes from design-brief request forms to storyboarding and shooting in-house promotion videos. Mocked cross-network online campaigns, email newsletters [for verticals]. Campaign ideation with outside agency and strategy building with PM's. Building mocks for promotional and landing pages. Generated marketing collateral and media assets.

### Yahoo! Inc [contract]

UED

5 | 2010 — 10 | 2010

Contract position within the Yahoo! Social UED Group. Focused on the late 'Pulse', product; a Yahoo! social-aggregation product. Defining use-cases, designing mocks, flows, and wireframes in an Agile environment.

### Yahoo! Inc.

Senior Art Director

1 | 1997 — 4 | 2001

Duties and responsibilities included creation, maintenance, and enforcement of brand style-guide. Worked in tandem with senior staff and Creative Director in the creation of multiple annual reports. Designed and managed production of sales peripherals [print/online]. Developed visual language for branding projects [national/intl.]. Ideation/implementation of a wide range of buzz and viral campaigns. Was the *go-to* senior creative for licensing projects and co-branding. Managed small team of Senior Designers and Associate Art Directors. Built and adhered to budgets, time-frames, and schedules. Supervised and directed press-checks [WEB/sheet]. Ran various boots-on-the-ground aspects of product placement [TV/film] and media relations. Worked directly with agency-of-record on variety of projects and bold new strategies.

### Yahoo! Inc.

U.I. Designer

8 | 1996 — 11 | 1997

Ideation, design, and implementation of a multitude of online design projects. Designed for—and kept fresh—various top-tier Yahoo! properties including; *Yahoo! Local* [regionals], *Finance*, *Mail*, *Messenger*, and many more. Worked directly with producers, engineering, sales, and SVP-Design to define, build, and expand our company's verticals and reach. Always maintained several projects simultaneously. Worked in lock-step with engineering teams to develop new tools, product offerings, and user-advocacy models.

## Software

Adobe CS5 [all the primary apps], Microsoft Office, Keynote, Motion, Quark, OmniGraffle, Balsamiq

## Education

### California College of the Arts

San Francisco, California

MBA | Design Strategies

accepted: class of 2013

### San Francisco Art Institute

San Francisco, California

BFA | Painting

2006 — 2009

## Affiliations

IXDA<sup>[SF]</sup>, AIGA, Taproot Foundation, Bay Area Video Coalition

## Interests

Cycling, Martial Arts, Travel, Emergency Medical Technician [and trainer], Painting & Sculpture

## References

Portfolio and references available upon request.