

# Adam John Bracegirdle

September 2008 CV

• I'm searching for the right agency. More specifically, I'm searching for the right client. I'm looking for exciting, groundbreaking work regardless of client stature. I'm interested in storytelling and unique ways to explore the passive experience, interactively. I crave bleeding-edge ways to explore the medium.

## Work Experience

### • Critical Mass

#### *Art Director*

As an art director at Critical Mass I'm responsible for conceiving, presenting, executing and pitching with our major clients. In addition I work with a copywriter and a team of junior designers through to completion of campaigns. Because of my skills in motion design I am frequently called upon to develop spots and motion previs. Clients include: Dell, Rolex, Hyatt, Mercedes Benz, Budweiser, Adidas and more.

*2005 - Present*

Christiaan Welzel  
403.262.3006 x.2268  
www.criticalmass.com

### • Moniker/Speed Montreal/BBDO

#### *Freelance Art Director*

I have been actively freelancing for about 7 years on various projects. Some of my more notable clients include Red Bull, Daimler-Chrysler, Burton Snowboards, Scifen, Milk Board of Canada, AADAC, The Directors Guild, Universal Records, Bigfoot Records/EMI, Chum/CityTV, and many more. I have freelanced for many studios and agencies including BBDO Montreal, Diesel/Sidlee, Speed Montreal and smaller studios like Moniker, and on a personal contract basis.

*2001 - Present*

Portfolio available upon request.

### • The Eastern Block Collective

#### *Director*

Small film and design collective based in Montreal and Calgary. Worked frequently on PSA's and music videos. During my time working with Eastern Block I directed 2 PSA's, a short film and 2 music videos. Due to the small scale of the productions I also edited, colored and worked on the post-production of all the spots. Clients included Rectangle Records, Subpop Records, Meals on wheels, The Humane Society of Canada and CJSW radio.

*2003 - 2006*

Portfolio available upon request.

## Education

### • Southern Alberta Institute of Technology

*2001 - 2002*

Completed first year of Architectural Technologies Degree. Transferred to the Alberta College of Art and Design in 2002

### • Alberta College of Art and Design

*2002 - 2003*

Auditioned first year course in Visual Communications. Transferred credits to the University of Calgary Fine Arts Faculty.

### • University of Calgary

*2003 - 2006*

Bachelor of Arts in Art History.

### • National Animation and Design Centre - NAD Montreal

*2008*

Softimage XSI 7 intensive training.

## Awards

**International Internet Advertising Awards**, Best Art Direction, Gold EMS

**FWA Award**, Art Direction, Rolex SA

**Graphis**, Design, Poster Annual 2006

**Rosie Award**, Art Direction, Best PSA 2007

**Applied Arts**, Art Direction, rolex.com, Best in class

**Design Charts**, Art Direction, criticalmass.com, #2 June 2008

## Skill set

### Technical Skills:

- Mac OS 10.5 + Windows XP/Vista fluency,
- Adobe CS3 fluency (Photoshop, Illustrator, etc.)
- Advanced Flash CS3
- Advanced AfterEffects CS3
- Advanced Nuke 5.1, Shake
- Softimage XSI 7
- Advanced video theory (codecs, wrappers, encoding, aspect ratio, broadcast standards, etc.)
- ActionScript 2 and AE Expressions
- Working knowledge of HTML, ASP, JavaScript, CSS and PHP
- MS Office

### Soft Skills:

- Conceptual, Exploratory
- Deck creation, Presentation,
- Storytelling
- Sales
- Versioning, Asset management
- Managing client expectations, Project management
- Mentorship, Performance management
- Cinematic thinking
- Brainstorming tactics
- Concise and coherent writing style