



J BLAIR METCALF

me@jblairmetcalf.com
jblairmetcalf.com
(206) 802-4555

By combining digital strategy, creativity, and development I am able to make and spread digital products on the world market. Having designed and developed for a decade for Fortune 500 companies while building and managing two e-commerce brands I am seeking to make major contributions as a senior creative for innovative products yet to launch.

PILLOWMOB & POPMASK *Co-Founder* 2011-Present

Worked with partner to conceive and develop a low cost marketing campaign by using a grass-roots approach landing us a spot on NBC's Today Show boosting our 2011 holiday sales with an 11% conversion rate and growing our staff from 1 to 22 employees. The next year we grew by 25% as we expanded marketing and increased retention. This year we are offering a new product using the same strategy.

CONSULTANT 2003-Present

Designing and developing easy to understand and fun interfaces that benefit the user with a decade of multi-platform experience. Later improving the flow using analytics and conversion rates as my guide. Clients include Microsoft, McDonalds, Burger King, and Craftsman.

ARC WORLDWIDE *Art Director* 2004-06

Motivated team leader responsible for reinforcing high-profile brands and serving as primary liaison between the creative and development teams on projects for Cadillac, Disney, and Procter & Gamble.

SCHOOL OF THE ART INSTITUTE OF CHICAGO

Bachelor of Fine Arts, Art & Technology Emphasis 1999-2003

RECOGNITION

NBC's Today Show
Fab
How Stuff Works
Evening Magazine
New Day Northwest
Incredible Things
Wired
Gizmodo
Cracked
Maxim

CLIENTS

Microsoft
McDonalds
Cadillac
Burger King
AT&T
Craftsman
Nestle
Nintendo
Pepsi