

Work History

Green Lime Design - Easton, MA Graphic
Design / Video / Motion Graphics / UX

Accomplishments

Designed top quality design for icon
libraries, navigation, PPT presentations,
video, animation, events and POP...

Designed magazine ads

Managed packaging, on-line
documents, UX & multimedia design

Conceived & built websites along with
Flash animations for SiplQ, Kahuna, Jump
Tap, Knovel, ATG, Cavallero Plastics

2015 - Present

Responsibilities

Head creative and production
functions

Website design (UI, wire framing,
animation)

Foster and maintain client
alliances, SiplQ, Kahuna and more

3d and 2d animation / motion
graphics, Work with writers,
designers & account reps.

Liberty Mutual Insurance - Boston MA Video
Video Editor / Animator / Graphic Designer

Accomplishments

Created successful promotional video program

Produced application Instructional videos

Animated new intros for
Liberty Mutual & Safeco videos

Conceived new "Quick Tip" video series

Raised the bar for "Testimonial" videos

Designed animated and edited event driven
videos (for town hall events and more)

Animated screen savers and much more...

2009 - 2014

Responsibilities

3d and 2d animation / motion
graphics

Concept and storyboard creation

Set location for video shoots

Video crew and talent acquisition

Video shoot direction

Work with writers, designers as
well as account reps.

"George has one of the best eyes in the business, helping him produce consistent creative across a variety of medium. He is an out-of-this-world creative thinker possessing the ability to take a concept and visibly make it come to life"

See what else people say about me at: <https://www.linkedin.com/in/georgeokane>

Green Lime Design - Easton, MA
Art Director / Video / Graphic Designer

Accomplishments

- Created Demo videos for Knovel & Captivate
- Managed packaging multimedia design, app. UX & icon/logo design
- Collaborated with other teams to develop top quality products & ensure customer satisfaction
- Received accolades from board of directors for on-line applications for Jump Tap & All Local
- Conceived websites & flash animations for Jump Tap, Knovel, ATG, Cavallero Plastics, BBC Management & Captivate
- Designed 3 -100 page catalogs for Microsoft

Microsoft Subsidiary(Fast) - Needham, MA
Art Director / Animator / Graphic Designer

Accomplishments

- Managed the look and feel of all web-based email campaigns
- Drove design, and production for FASTforward (Search industry's leading annual event)
- Creative role in integrating FAST's solid image with Microsoft's global brand
- Innovated the industry icon branding library
- Spearheaded product demo & video series
- Designed the "FAST University" CBT on-line training module

2009 - 2014

Responsibilities

- Head creative & production
- Website design (UI, wire framing, animation)
- Foster and maintain client alliances, including Knovel, Jump Tap, Liberty Mutual, AdWeek, Captivate, Microsoft, ATG, DataXu, EcoNest & more
- 3d & 2d animation / motion graphics
- Work with writers & designers as well as account reps.
- Concept & storyboard creation

2006 - 2009

Responsibilities

- Assemble & head marketing design team
- Website design (UX & animation)
- Direct brand design
- 3d/2d animation, motion graphics concept & storyboard creation, Traditional & on-line advertising campaigns
- Work with writers & designers as well as account reps.

"In addition to his can do attitude and positive disposition, George produced a wide variety of great work including flash animation, PowerPoint, unique videos, and illustration. George truly knows his technology and he used this knowledge to deliver on every challenge"

See what else people say about me at: <https://www.linkedin.com/in/georgeokane>

TBI-1 Design - Easton, MA
Senior Graphic Designer / Motion Graphics

Accomplishments

- Expanded the client base, including: Starck (Bayer), Wildcat Mountain & Great Glen (vacation ski resorts)
- Managed work flow, contractors & vendors
- Directed winning design (CorpID, web design, animation, multimedia, & all aspects of print & advertisement)
- Designed & directed multiple web sites along with on-line animation

T'S ME Industries - Santa Marta, Colombia
Partner / Art Director

Accomplishments

- Doubled client base yearly, including international music stars, casual sportswear lines, & resorts
- Directed winning design in apparel, packaging, CorpID, multimedia, P.O.P., print & advertising
- Directed redesign of ECOGAS' brand (NG network)
- Designed logo & apparel for Carlos Vives (music star)

Reebok International - Stoughton, MA
Graphic Design Director

Accomplishments

- Coordinated with fashion & shoe designers along with product & corporate marketing teams
- Researched trends to establish graphics & style direction
- Directed fashion graphic design, for most Reebok sportswear & t-shirt lines including Pump, Hexalite, Volleyball, & contract athletes lines
- Focused graphic brand direction for apparel

2000 - 2006

Responsibilities

- Head creative and production
- Design, develop (multimedia)
- Creation of websites for clients, 3d & 2d animation / motion graphics
- Work with writers, designers & account reps.

1990 - 2000

Responsibilities

- Apparel graphic direction & brand development for beachwear lines
- Senior director of design team
- Responsible for client brand direction & marketing design
- Create promotional materials (packaging, POP, catalogs...)

1986 - 1990

Responsibilities

- Graphic design of Reebok apparel
- Director of graphic team
- Direction of the Reebok T-shirt line
- Graphic promotional items (packaging, POP, catalogs, sign-age...)
- Hire graphic team, manage work load, contractors & vendors