



Laurentiu (Lau) Ardelean  
2030 Parliament Dr.  
Sterling Heights, MI 48310

**Mobile:** 248.219.3329  
**Email:** lau@iamform.com  
**Web:** <http://www.iamform.com>

## PROFILE

I am a goal-oriented visual and interactive director focused on clean, engaging design and visual representation of information that meets business goals and requirements. I specialize in digital design and creative implementation of user experience, cross-brand strategy, synergy and communication as well as leading other designers and creative teams in doing so. I approach the web with the target audience in mind and am not afraid to bring forward innovative out-of-the-box ideas and design that engages the audience, circumvents common roadblocks, delivers a clear message and brings value to the client.

My ideal environment is fast-paced and deadline-driven where handholding is not the norm. I strongly believe teamwork, cross-pollination and an encouraging attitude among disciplines is key to accomplishing stellar results. I am not a micromanager, but I do believe perfection starts at a pixel level.

## EXPERIENCE

**Creative Management Consulting, *Human Element, WebHue LLC, BOSSDev* 2007 – Present**

**KEY ACCOMPLISHMENT:** Managed and pitched Ketel One Vodka's first online media campaign for M&C Saatchi using EyeBlaster's newly developed "banner-sync" technology using CGI and interactivity.

- Managed talent that encompassed a team of designers, developers and copywriters.
- Planned the use of internal resources and vendors to develop work for Saatchi MC in Los Angeles.  
<http://iamform.com/work-onlinemedia.html> (click on Ketel One)
- Presented and delighted Clients as well as pitched and planned new work.

**Sr. Ideator and Art Director, *Organic Inc, Bloomfield Hills, MI* 2006 – Present**

**KEY ACCOMPLISHMENT:** "Sold" over \$1.5m of creative work in pitches and executable ideas in the first year. Notably, *Jeep and the Way Beyond Trail*, (an interactive "choose your own adventure" film experience) which went on to be a Cyber Lions finalist at the Cannes Festival .

- Sr. Designer and Ideator in IG (ideation group), a group dedicated to experimental design and concept generation. Worked on dozens of new web initiatives, while integrating the latest web trends and technologies.
- Redesigned Geek Squad's website. This led to more work from Geek Squad for Organic, as well as greatly improved Geek Squad's online presence, reputation and customer support.
- Launched Sebring Convertible with an experience that focused on a Sebring Convertible owner's journey throughout the day. Roles included the ideation, concept, design and overseeing production.
  - ▶ Won Adobe Site of the Day Award (9-20-07) and a Dope Award (dopeawards.com).  
[http://www.chrysler.com/en/2008/sebring\\_convertible/anotherday/](http://www.chrysler.com/en/2008/sebring_convertible/anotherday/)
- Contributed to the active rebranding of Chrysler through innovative visual design-oriented experiences.
- Led other designers (and copywriters too) in various initiatives, and directed their work.
- Directed numerous photo shoots, that were not only automotive focused but also product focused.

## Organic Highlights:

### Chrysler.com

<http://www.chrysler.com>

Art direction and support for the creative director. My responsibilities include the overall look and creative maintenance of Sebring, Sebring Convertible, PT Cruiser/PT Convertible, Aspen, Crossfire, Experience, as well as the Owner's section.

*CHALLENGES:* Working with a brand like Chrysler means paying close attention to metrics, analytics, and customer personas. Making usability and information relevant is key, since performance of the site is tracked at every level, and sales can be tracked back to specific clicks.

### Chrysler 300 YouTube Challenge

<http://www.youtube.com/chrysler300>

The most recent addition to my portfolio. Created the look and feel of the Chrysler "Spin it Your Way" YouTube Contest as well as used photography from a photo-shoot I directed the previous year.

*CHALLENGES:* The Client had a hard time grasping the urban need and feel. After many meetings we got what we wanted and this page ranked in the top 15th most subscribed to page on YouTube! A total success!!

### Geek Squad

<http://www.geeksquad.com>

In this project I supported the creative director through art direction and leading junior designers in designing the various pages of the site, while tackling the main page and style myself. Special attention was placed on the color scheme and UI to help novice internet users visually recognize the areas they need help in. (like clicking on the EMERGENCY HELP NOW button). Also worked with CP+B on photo-shoots for the site.

*CHALLENGES:* User interactivity was a priority, so that made good placement, readability and size of site elements a must. The Client loved the site and received much praise from agents and customers alike.

### Jeep Patriot and the Way Beyond Trail

<http://www.patriotadventure.com/>

I was responsible for the ideation, initial art direction, as well as client pitches (up to selling point) of the interactive choose-your-own-adventure aspect of the mini-site. The project went on to be showcased in various online awards, as well as Cannes Festival in France.

*CHALLENGES:* Client reviews and revisions as well as working with BBDO NYC on delivering some of the concept behind it.

### Chrysler Sebring Convertible Launch (mini-site)

[http://www.chrysler.com/en/2008/sebring\\_convertible/anotherday/](http://www.chrysler.com/en/2008/sebring_convertible/anotherday/)

Art Direction, Creative Direction, User Interface direction, Motion GFX/CGI Direction and Sound Direction. Check, check and check. Developed the story-line (but did not write it, as i am not a copywriter). This campaign was featured on many interactive design sites and forums and also won the prestigious Dope Award and Adobe Site of the Day.

*CHALLENGES:* The timeline. This project was accomplished in less than two-month's time from start to finish. Organization, clear communication, client face-time and piping-hot coffee played a huge role in delivering this project on time, and in its success.

## Interactive Art Director, Young & Rubicam/Wunderman, Dearborn, MI

2003 – 2006

**KEY ACCOMPLISHMENT:** Redesigned the Mercury Vehicles Website and increased the J.D. Power and Associates 2006 Manufacturer Web Site Evaluation Study rating from second to last in 2005 to top 10 automotive website status in 2006. This exceeded client expectation (Ford Motor Company).

▶ Special emphasis was placed on site navigation, usability as well as brand messaging.

- Integrated multiple national & new vehicle launch initiatives (Mercury Milan) into one consistent online presence that was designed to improve the image of mercury. The result was more-than-doubled website traffic for over three months in a row. <http://www.exploremilanworld.com>
- Directed and oversaw the conception and creation of a successful online game based on a national television spot. <http://www.mercuryvehicles.com/milanworld/traps.asp>
- Designed & Developed successful online media, of which one piece achieved #1 status on MSN.com for the entire year (2004) across all categories. <http://iamform.com/work-onlinemedia.html>
- Oversaw and worked on new product launches, national-level sweepstakes, photo shoots and post-production multimedia. (Mercury Milan & Lincoln Mark LT)

**Digital Art Director, Solomon Friedman Adv., Bloomfield Hills, MI****1999 - 2003**

- Worked on creative projects across multiple industries & disciplines such as:
  - ▶ Television (Accessories & More in Las Vegas), Entertainment (Detroit Opera House), Sports News (Hockey Weekly News), Real-Estate (Beztak Properties), Healthcare (Americare Card), Restaurant Industry (Cucina Leone), B2C (DMAD)
- Designed Websites that were usability-focused as well as brand-focused.

**EDUCATION****College for Creative Studies****Detroit, MI**

Bachelor of Fine Arts (BFA) with a concentration in Digital Animation

**SKILLS**

My design ranges from traditional mediums like painting, drawing, silk-screening and sculpture to a varied range of digital skills like Web Design, Graphic Design, User Interface Design, Flash, Motion Graphics, 3D Animation and Video Compositing. Using the latest digital design tools, video editing applications and animation software, I am ever increasing and broadening my skills to be able to diversify my work and most of all, keep it original. Applications I am proficient in include:

- Adobe Illustrator, Adobe Photoshop, Adobe (formerly Macromedia) Flash, Adobe Dreamweaver, Final Cut Pro, HTML, PHP, CSS, Adobe Imageready, QuarkXpress, Adobe InDesign, Adobe AfterEffects, Adobe Premiere, Alias Maya, 3D Studio MAX, Adobe Premiere, Lotus Notes, Content Management Systems (CMS), Apple OS X, Microsoft Windows, Microsoft Office, Microsoft Visio. I am currently exploring Microsoft Silverlight, Microsoft Surface and multi-touch interactivity focused on the idea of invisible interfaces.

**PASTIMES****Pro-Bono Work with Charity Cup.**

I serve as a creative consultant on their print and web initiatives, and direct local and international designers in creating the creative content.

<http://www.charitycup.com>

**Visual Blogging.**

Started a social image-bookmarking micro-blog in which other users and myself submit the latest and greatest in design & web pop culture

<http://www.polyesterair.com>

**DJ-ing & Mixing**

A relatively new project that goes with my theory that everyone knows at least one DJ. Now you know me, and my theory is again proven correct.

<http://milk.podomatic.com>

**REFERENCES**

Available upon request.