

ARNOLD HIDAKA

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EXPERIENCE

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6/10 **SMITHSONIAN CHANNEL : NYC**
6/10 **Freelance Digital Creative Director**
Over see creative execution across digital platforms including web, iOS, Android as well as social media (Facebook, YouTube, Twitter, Google Play, Pinterest, Snapchat) and DTO distribution (iTunes, Amazon Prime/Fire TV, Netflix, Hulu, Vudu). Oversaw creative for website redesign and iOS universal app. Work with a team of 25 touching all graphics that pass through. Directly work with a team of 5 creatives and producers. Brainstorm with teams for marketing strategies that can include game development and original video content.

6/10 **CLINE DAVIS MANN : NYC**
10/09 **Freelance Print/Interactive Art Director**
Involved in the design and art direction of migration of Celebrex analog assets to digital for PC tablets (CUE). Also designed and art directed Celebrex printed support materials.

1/09 **SHOWTIME NETWORKS : NYC**
8/08 **Freelance Interactive Art Director**
Created the sites and interactive support materials for United States of Tara and The Tudors as well as created the interface for the Dexter Body Toss game. Also created interactive support materials for Sho Sports, and Sho.com.

8/08 **RAPP COLLINS : NYC**
3/08 **Freelance Interactive/Print Senior Art Direction**
Concept and art direction for print and online initiatives for Bayer diabetes meters, Zostavax global, Singluair, Cozaar and Hyzaar.

3/08 **TRIBAL DDB : NYC**
2/08 **Freelance Interactive Art Director**
Concept and Art Direction for the Gardasil International website. Also worked on Remicade, Cuervo and Clean and Clear.

12/07 **iVILLAGE : NYC**
11/07 **Freelance Art Director**
Designed, conceptualized and animated Flash based questionnaires, games and banners promoting cross branded internal sales and marketing promotions

11/07 **SUDDEN INDUSTRIES : NYC**
4/00 **Associate Creative Director**
VH1, Nickelodeon, TBS Superstation, Classic Media, National CineMedia, Alvin Ailey, Showtime, Voom TV, A&E, BBC, Symphony Space, Hallmark, Myelin, Denver Center, Cablevision, Bravo TV, MTV, Reuters, The Criterion Collection, LEI Jeans, Universal Records, BMG, Columbia Records, Island Def Jam, Republic Records, Electric Artists and Katrillion

4/00 **AUD, LTD. : NYC**
9/88 **Creative Director, Online Strategist**
Honeywell, Pfizer, BLDC, GE Capital, Standard and Poors, American Stock Exchange, Time Warner Cable, Goldman Sachs, Reuters, US News and World Report, Atlantic Monthly, Fast Company, Smart Money, Individual Investor, LEI Jeans, The New York Sun, Newsweek, Crain's New York Business, Ad Age, Fler

11/93 **CN COMMUNICATIONS INTL INC. : NJ**
9/92 **Freelance Design/Production/Illustration**
Merck, Sony Imagesoft, Sony USA, Finex, Prudential Reality and USDX

12/92 **PLUZYNSKI & ASSOCIATES : NYC**
5/92 **Freelance computer production**
Worked on catalogs for American Express, AT&T, Avon, Coach Leather Products and Sony

EDUCATION**University of Illinois at Chicago**

- BA, Communication Design Spring '86
- Talent Tuition Scholarship
- Minor in Art History
- Additional studies in computer graphics, film/animation and printmaking

SKILLS

Expert in Adobe Illustrator, Photoshop, InDesign, Quark Xpress, ImageReady, iDVD, iMovie, BBEedit, HTML V2.0

Proficient in Flash, Acrobat, AfterEffects and HTML V3.0.

RECOGNITION

- '09 **PROMAX AWARDS**
Dexter Body Bag Toss Game - Silver Award
- '08 **W3 AWARDS**
myNoggin - Gold Award: Category Children
- '08 **W3 AWARDS**
Gospel Music Channel - Silver Award
- '08 **W3 AWARDS**
Alvin Ailey - Silver Award
- '08 **WEB MARKETING ASSOCIATION**
Alvin Ailey - Arts Standard of Excellence
- '08 **WEB MARKETING ASSOCIATION**
myNOGGIN - Education Standard of Excellence
- '08 **WEB MARKETING ASSOCIATION**
Gospel Music Channel - Faith-based Standard of Excellence
- '07 **W3 AWARDS**
2007 VH1 Rock Honors - Silver
- '07 **INTERACTIVE MEDIA AWARDS**
VH1 Rock Honors - Outstanding Achievement in the Arts/Culture
- '07 **INTERACTIVE MEDIA AWARDS**
AlvinAiley.org - Outstanding Achievement
- '07 **WEB MARKETING ASSOCIATION**
AlvinAiley.org - Arts Standard of Excellence
- '07 **WEBBY**
Cable - NCTA.com - Official Honoree
- '07 **WEB INTERACTIVE AWARDS**
Lassie.com - Standard of Excellence, Outstanding Achievement
- '05 **WEB MARKETING ASSOCIATION**
A Holiday To Remember - Outstanding Microsite/landing page award
- '03 **ART DIRECTORS CLUB**
Elvisnumberones.com - Silver Award
- '03 **WEB MARKETING ASSOCIATION**
Christmasclassics.com - Outstanding Family Marketing
- '02 **ONE SHOW**
Elvisnumberones.com - Bronz Pencil
- '01 **2001 YAHOO 100 BEST SITES**
Katrillion.com - Best Teen Community
- '01 **EDESIGN PREMIER ISSUE**
Will internet kill the video star? - Dimitri From Paris - "Vmation"