



Digital Media Executive

Specializing in the Development of Animation and Interactive Entertainment

- **Creator & Producer:** of award-winning animation, video & interactive properties
- **Innovator:** led transformational interactive strategies for GM, Sprint, Amex, and Blockbuster
- **Business Leader:** launched a \$100M+ global creative agency
- **Technology Expertise:** in 3D animation, NLE, DVD, broadband video, Flash, and web development
- **Featured Speaker:** at major industry events such as AIGA and SigGraph conferences

Vice President and Executive Creative Director, Interactive Solutions

March 2000-Present

Capgemini US, LLC – an \$8B global consulting firm (New York)

- **Launched a global creative agency** providing interactive solutions for retail, media and entertainment clients—established studios across North America and Europe
- **Built creative team** of over 125 people in 8 countries
- Responsible for studio construction, hiring, forecasting, sales, and solution delivery
- **Sold and delivered over \$100 Million** in online design, digital branding, and interactive marketing projects for clients including:
 - Blockbuster
 - Sprint
 - Saab
 - Chrysler
 - Time-Warner
 - Merrill Lynch
 - American Express
 - State Farm
 - Office Depot
 - Sears
 - Allstate
 - Lucent
 - Cadillac
 - CIGNA
 - Chevron
 - Shell
- **Led General Motors' global B2C interactive strategy** resulting in a massive improvement in JD Powers customer satisfaction scores across all brands (Cadillac, Chevy, Saturn, Saab, etc.)
- **Redesigned Merrill Lynch's global web presence** (ML.com) resulting in a 40% increase in user satisfaction and a 60% increase in page views
- **Redesigned Office Depot's web site** resulting in a 4% increase in shopping cart size and a 30% decrease in support calls
- **Received multiple Nielsen-Norman awards** for excellence in web usability
- **Maintained high level of client satisfaction** and loyalty due to excellent creative work, seasoned strategic insight, and consistent on-time/on-budget delivery
- **Generated over 60% contribution margin**, regularly leveraging offshore resources in India and China

Director of New Media

July 1994-March 2000

Ernst & Young LLP (New York)

- Established **interactive design** and **video post-production studio**, grew team to over 25 people
- **Directed/produced** wide range of award-winning video, animation and motion graphics projects
- Supervised **broadcast design** for productions aired on CNN-FN and CNBC
- Developed **animated cartoons presented at Walt Disney World**
- Introduced innovative use of multimedia and video for new business pitches—leading to over \$300 Million in new work with clients such as **Coca-Cola** and **Revlon**
- Developed global communications program for the re-launch of the Ernst & Young brand
- Managed software development for numerous products including a multimedia authoring tool sold to Merck, Lockheed and John Deere, a project tracking system, and a web content management tool
- Directed media for large events at global venues such as the Singapore International Convention Center



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Experience Continued

Creative Director, Western Region

July 1991-July 1994

Ernst & Young LLP (Los Angeles)

- Brought in to “turn around” out-dated media department for West Coast of international financial services firm—rapidly became the “showcase” region of the country
 - Developed break-through packaging and presentation concepts for pitches to Mattel, Boeing, MGM, Hollywood Park, and others—generating sales in excess of \$25M
 - Produced video, interactive multimedia, and kiosk solutions for a wide range of clients
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Recent Publications and Presentations

- AIGA DUX Conference, November, 2005: “Moving GM to #1 in Online Customer Satisfaction”
- SigGraph Conference Presentation, August 2005: “Designing Interactive Experiences for Ease of Use”
- SigGraph Conference Panel, August 2005: “The Social Web: Platforms, Communities, and Creativity”
- CXO Magazine, March 2005: “From 8-Tracks to iPods: Designing the Customer Experience”

Professional Affiliations

- Adjunct Assistant Professor: New York University, Kanbar Institute of Film and Television
- ASIFA-East
- ACM-SigGraph
- ACM-SigCHI
- NYMGA

Education

- University of Southern California, School of Theatre, Film and Television, MFA
- New York University, Tisch School of the Arts, BFA

Digital Portfolio available at Tiersky.com
DVD Demo Reel & Print Portfolio also available on request