

## EXPERIENCE

**KBCW TV** - 1/07 to 8/07

### *MANAGER OF DIGITAL MEDIA*

#### **Overview** -

Multi-faceted position. My work included creative and administrative oversight of [www.cwbayarea.com](http://www.cwbayarea.com). All work was through proprietary CMS backend. Extended my creative out during the launch of the KBCW late night program "Sarah and No Name: After Dark". Created Logo and mood comps, then recreated all show graphic elements for use in HD.

Manager duties also included fulfilling sales obligations and project management and troubleshooting broadcast-to-web technical issues.

**Viacom - KPIX / KBCW (CBS 5 & CW BAY AREA)** - 11/04 to 1/07

### *FREELANCE DESIGNER: WEB / BROADCAST / MOTION*

#### **Overview** -

Broadcast work includes News OTS, Full screens, Plasmas, video graphics, maps for the News. I have also taken on production of CW Bay Area graphics including Raiders football end-tags, movie menus for promos. Maximizing my time has been shown in my work for such News stories as the HP Scandal and the Campaign 2006 elections.

I also took on the task of the conversion of the UPN Bay Area website to an updated CW site. The challenge was to work within the tools provided by the current Zope CMS system to convert our look into a modern CW one. I modified the code, and incorporated an integrated and popup web-video system which allowed us to bypass the outdated Dayport video player.

**Zack Freeman Design** - 1/1/05 to Current

### *OWNER - PRINT / WEB / MOTION DESIGN*

#### **Overview** -

Motion & Broadcast design, Print Designer, Web Designer. For the most part my clients are mostly Print related, but I have worked on the titles and end tags for broadcast commercials.

Work for KCBS has included: SF Chronicle ads for Edward Murrow Awards, KCBS Traffic, 1906 Earthquake, John Madden Broadcasts and Podcasts.

Work For Alice Radio has included: Karaoke For Cancer Pamphlet, Alice Film Fest, Puerto Vallarta Trip Booklet.

**Clients:** KCBS, Alice 97.3, Free FM 106.9, American Israel Public Affairs Committee, Phoenix Editorial, Black Mail Productions

## EDUCATION

**Overview** - With a starting foundation in Broadcast and Design, I began attending the Academy of Art as a Film and TV focus but I felt the need to expand to a more encompassing New Media focus. I've studied : Graphic Design, New Media & Design, Motion Pictures and Television, Broadcasting, Theatre Production, Acting. Left School after 2 years with the need for active industry experience.

### **ACADEMY OF ART UNIVERSITY**

San Francisco, CA

**FIELD OF STUDY :** NEW MEDIA / FILM & TV

2001/2003

### **Zack Freeman**

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## SKILLS

### **TECHNICAL:**

**Mac / PC Mastership**

**Mac / PC Technical Hardware Savvy**

Illustrator 10 / CS / CS2

**After Effects 7**

**Final Cut Pro HD**

**Photoshop 7 / CS / CS2**

In Design 2.0 / CS / CS2

Quark 4 / 5 / 6

**Flash 8**

**Fireworks / Dreamweaver 8**

Word / Powerpoint / Publisher

Trinity NLE -(GlobalStreams: Globecaster)

Acrobat / Postscript

**Actionscript / Javascript / HTML**

### **CREATIVE:**

Graphic Design - Print / Web

Preflighting / Filehandling

Film making / Editing

Visual Integrity / Cohesiveness

Visual Storytelling / Storyboarding

Digital / Manual Photography

Musician

### **BUSINESS:**

Business Owner

Freelance Designer

Personable / Resourceful

Customer Service

Client Care

Public Relations

Efficient Problem Solving

## REFERENCES

### **KPIX / KBCW:**

Mike Were -Executive Producer (KPIX)

Pat Cilia - Design Director

Rob Genolio - Creative Director (KBCW)

Jan Landis - Executive Producer

Sarah & No Name: A.D.

### **KCBS:**

Doug Harvill - General Manager

### **ALICE:**

Denise St. Louis - Creative Director