

Phillip A. Swickard

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A dedicated leader with over 12 years of experience in creativity, technology, and leadership offering a unique blend that delivers engaging digital experiences while consistently exceeding clients' expectations.

🎯 OBJECTIVE:

To fulfill a strategic leadership role that compels creative problem solving, technical innovation, and team collaboration in order to seize ownership and drive significant impact on the achievements of a progressive company while inspiring professional and personal growth for myself and others.

★ CAPABILITIES:

Team management/mentorship, creative direction, art direction, technical direction, client relations, project management, requirements gathering, time estimation, resource allocation, budgeting, user experience, responsive design, Agile/Scrum methodologies, technical/business writing, process improvement, conflict resolution.

📁 PROFICIENCIES:

Development

Web design/development (HTML5, CSS3, and JavaScript), front-end frameworks/libraries (jQuery, Bootstrap, Handlebars, Angular), AS3, hybrid mobile development (PhoneGap/Cordova), cloud/back-end/databases (AWS, Node.js, MySQL), content management systems (WordPress, Drupal), RESTful web services, web analytics (Google Analytics, Webtrends), version control systems (Git, SVN).

Design/UX

Photoshop, Illustrator, Dreamweaver, Flash/Animate, InDesign, Acrobat Pro, Axure, InVision, wireframing, interactive prototyping.

Video

Premiere Pro, After Effects, motion graphics/animation, live-action digital video production, rendering/encoding/transcoding for television and web.

🕒 EXPERIENCE:

Mgr, Art (Technology and Innovation)

Jun '13 - Present
Thousand Oaks, CA

Anthem, Inc.

- Define, prioritize, direct, and deliver best-in-class digital products (responsive websites, mobile apps, responsive emails, videos, etc.) ensuring quality, timeliness, and brand consistency.
- Management, resource allocation, and mentorship of a multifaceted, remote, digitally focused team of art directors, digital designers, developers, project managers and writers.
- Lead and formulate strategies for digital initiatives from discovery to success while nurturing client relationships.
- Hands-on development and presentation of wireframes, mock-ups, interactive prototypes and final web/mobile apps.
- Research, experiment, test, implement and promote new technologies and processes to enhance quality/productivity.
- Liaison for marketing business units and internal creative resources to internal and external technical partners.
- Point of contact for escalation and resolution during project life cycles related to client relations and technology.

Multimedia Designer Sr

Apr '12 - Jun '13
Woodland Hills, CA

Anthem, Inc.

- Mentored peer and junior designers by facilitating and promoting continuous education for web standards and best practices in order to improve technical, design and UX skills.
- Led front-end web design/development and UX progression for digital marketing initiatives.
- Designed and developed digital/interactive products for web and mobile platforms.
- Designed and developed responsive HTML emails for various brand campaigns using Salesforce Marketing Cloud.
- Produced, designed, animated and edited digital videos.

Software Engineer/Flash Developer

M-GO/Technicolor, Inc. (FandangoNOW)

- Created core applications to be featured on mobile devices based on product specifications.
- Developed reusable AS3 architecture for cross platform streaming video service.
- Interacted with RESTful web services to attain and display personalized dynamic data.
- Collaborated with product owners, UX designers, and QA in a startup, Agile environment.

Jan '10 - Apr '12
Burbank, CA

Flash Developer

Facecake Marketing Technologies

- Provided Flash programming, animation, UX, and design on multiple web projects and microsites.
- Integrated Flash GUI's with back-end databases providing dynamic data to users.
- Implemented core class libraries and best practices to be used on current and future projects.
- Collaborated with designers and product owners to build ideal user experiences on applications.

Jul '08 - Dec '09
West Hills, CA

Multimedia Developer/Graphic Design Specialist

Countrywide Home Loans (Bank of America)

- Produced multimedia content for use in senior executive presentations and company wide training and communication from executive management.
- Produced, directed, photographed, designed, animated and edited video and graphic design content to be used throughout employee population.
- Designed charts, graphs, infographics, posters, fliers, etc. with Adobe Creative Suite for executive presentations and promotions to visualize and clarify complicated materials.
- Built a custom Flash video player for employees to view all multimedia content via company intranet (using Actionscript 2.0 and XML) in a central location.
- Updated resource libraries, training materials, stock photo/music/video accounts regularly.

Oct '05 - Jul '08
Simi Valley, CA

Advertising Coordinator/Graphic Designer

Prudential California Realty (Berkshire Hathaway)

- Designed posters, fliers, ads, etc. for real estate agents as marketing and sales materials.
- Updated weekly ad layouts for local newspapers with up-to-date content.
- Maintained web content for real estate agents' listings.

Aug '04 - Oct '05
Thousand Oaks, CA



EDUCATION:

Pepperdine University

B.A. in Telecommunications (production emphasis)

Minor in Multimedia Design

Aug '00-May '04
Malibu, CA



CONTACT:

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