

## **CHARLES FERGUSON // INTERACTIVE PRODUCTION & DESIGN**

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**PERSONAL STATEMENT** Production artist/designer and retoucher in the interactive space with experience in client and agency settings. Prior employment includes broadcast, finance, sports and e-commerce for clients including BBC America, Kantor Health, AT&T, Dow Jones, DuPont, The New York Times and others. I've worked extensively on microsites, storyboards, pitches and direct-mail projects using Photoshop, Illustrator, Fireworks, InDesign and light HTML.

### **FREELANCE INTERACTIVE PRODUCTION & DESIGN / February 2010—Present**

Macy's, The Street.com, Kantor Health, Estee Lauder, Dow Jones, Continuity, About.com, PureNY and others. Website and email design, mobile app advertising, masking, color correction and light retouching.

### **OGILVY & MATHER / November 2009—January 2010 / Freelance Production & Design**

Tasked with raising design standards of B2B site sections. Edited DuPont images using color as structure within confining, templated layouts. Worked with little supervision and presented work directly to DuPont. --DuPont.com

### **BBDO / January 2007—July 2009 / Production & Design**

Assisted A.D.s on AT&T wireless account: retouching, complex masking, color correction and design. Assisted in the creation and production of storyboards, web ads, pitches and microsites. Worked on iPhone, American Idol, International Roaming campaigns and others. --att.com

### **NEW YORK TIMES / November 2006—January 2007 / Freelance Print Design**

Comped pages for the marketing services studio. Designed ad space for single and double page spreads. Performed retouching, color correction and silhouetting on high res assets for fiery output. I left this position to join BBDO.

### **BBC AMERICA / August 2005—November 2006 / Interactive Design**

Designed microsites to support and promote BBC America television shows. Worked with producers, marketing, and on-air departments to establish and execute concept and design goals. Designed sites for The Office, Dr. Who, Creature Comforts, the Anglophemia blog and more. --bbcamerica.com

### **FREELANCE INTERACTIVE PRODUCTION & DESIGN / May 2001—August 2005**

Worked freelance positions following 9/11 awaiting economic recovery in the graphic art market. Clients included Ruder Finn, Interior Design Magazine, Concentric Healthcare Advertising and others.

### **MAJOR LEAGUE BASEBALL / November 2000—April 2001 / Freelance Production & Design**

Designed and produced site sections and banners for 30 team sites. Implemented department wide image batch-processing, cutting production times by half. Worked with team lead during project launch to establish workflow and QA guidelines. --mlb.com

### **BLACK HAMMER PRODUCTIONS / May 1999—November 2000 / Production Art & Design**

Designed site sections and banners. Performed photo-retouching. Worked with photographers to establish lighting guidelines for product shots. Clients included WSJ, Scholastic, Nickelodeon. --blackhammer.com

Social Work 1989—1999 // BFA - School of Visual Arts // MSW - New York University