

Edwin David Tofslie

Work Statement

To lead and create in a place that works as one, loves to achieve and express great ideas.

Work Experience

Summit Projects. Hood River, OR. 2006-Present
Sr. Art Director. Worked on broad spectrum of projects with clients such as Nike Golf, LucasArts & Dr. Martens

EVB. San Francisco, CA. 2004-2006
Art Director & Design. Worked on broad spectrum of projects with clients such as Adidas, Big Red, Old Spice, Juicy Fruit, Burger King, Doublemint, Gallo, Microsoft, Leap Frog and Kashi.

AKQA. San Francisco, CA. 2002-04
Art Director & Design. Worked on broad spectrum of projects with clients such as Visa, Nike, Palm, AOL, The Body Shop, Sainsbury's UK, Shockwave and Xbox.

WSU Media Department. Pullman, WA. 2001-02
New Media Designer. Created various interactive CD and web based media projects.

Bridger Systems, Inc. Bozeman, MT. 2000 & 2002
Web, Software Interface & Print Project Leader. Revamped online presence, many software interfaces and various printed material.

Varsitybooks.com, Hot Jobs.com, Jobdirect.com. Moscow, ID. 2000-01
Campus Representative. Lead marketing and advertising at the University of Idaho.

Selach Group. Idaho Falls, ID. 1997-98
Web, Engineering Interfaces & Graphic Design. Worked on many projects involving custom computer interfaces for Cenex and Cape Canaveral.

Post Printing. Idaho Falls, ID. 1996
Worked in various print production roles.

Education

University of Idaho. Moscow, ID. 1998-2002
Bachelor of Fine Arts
Emphasis in Graphic, Web and Interface Design
Graduated in December of 2002

References

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Skills Overview

Art Direction & Design

Recently I have been working as an Art Director & Designer for Online and Traditional. My responsibilities are concepting, presentation, design & direction from a brief, creating initial look and feel and directing a team of designers to make it come to life and finally carrying the concept and design to the end with a production team. To sum it up nicely, my job is to own a project from start to finish while pushing the norm and creating a superb product in the end.

Internet & Media Specialist

The internet and traditional media are fusing into one. With extensive experience in the on-line world, best practices, knowledge, research and creating the future of our field, I am in a position to help a company direct their focus and efforts to best suit the future of the combination of the internet and traditional media.

Online Marketing

With years of online and traditional marketing & advertising experience I have the ability to know what works and what fails. With numerous awards, knowledge and extremely well performing campaigns, I can lead & direct a companies or clients needs for exceptional performing online campaigns, from performance, technological to visual needs.

Computer Skills

Photoshop	HTML
Illustrator	CSS
Image Ready	Javascript
InDesign	Homesite
Quark	Corel
Premiere	Auto CAD
After Effects	Office
Flash	Visio
ActionScripting	Keynote
Dreamweaver	Mac & PC
Fireworks	Computer Support
Freehand	Plus more