

Edwin 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, OXY, LucasArts & Dr. Martens

Freelance & Contract Work. Hood River, OR 2006-Present
Worked on broad spectrum of projects with clients such as Ford, Subaru, Red Bull, Pepsi and many more.

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 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.

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

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 Upon Request

Contact Information

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Skills Overview

Direction, 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, directing the content created for said project, 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 online 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 and direct the client's needs for exceptional performing online campaigns, from performance, technological to visual needs.

Skills

Art Direction	Dreamweaver
Video Direction	Fireworks
Interface Design	HTML
Graphic Design	CSS
Photoshop	Homesite
Illustrator	Corel
Image Ready	Auto CAD
InDesign	Office
Quark	Visio
Premiere	Keynote
After Effects	Mac & PC
Flash	Plus more