

## Luther Thie | Interactive Art Director / Creative Director

www.lutherthie.com // concept@lutherthie.com

1214 E. 22nd St. Oakland, CA 94606 | 415.425.9921, 510.534.6511

### Education

**MA Interaction Design,**  
Interaction Design Institute  
Ivrea, Italy, 2004

**MFA Sculpture**  
San Francisco State  
University, 1993

**Multiple Subject  
Teaching Credential**

Cal State Los Angeles, 1990

**BFA**  
University of California  
Los Angeles, 1986

### Skills

Creative direction,  
Art direction, design and  
development of:  
Flash interactive prototypes  
Video scenarios  
Animation  
Motion graphics  
User interface

Understands code concepts  
and rich media applications,  
but not a coder

### Software knowledge

Flash (basic AS), After Effects,  
Final Cut Pro, Photoshop,  
Illustrator, Indesign, Dream-  
weaver, Imageready, Media  
Cleaner, DVD Studio Pro,  
Director, others

### Exceptional Qualities

Conceptual vision  
Motivated, self-starter  
Versatile  
Organized  
International experience  
Passionate communicator

### Work History

- Dec'06-Jan'08 **Creative Director, Media Creative  
Avenue A | Razorfish**, San Francisco  
As Creative Director on retainer for WaMu, lead creative concepting,  
design and development of online campaigns including contextual  
banner ads, rich media, landing pages, microsites and emerging me-  
dia. Collaborate with strategy and media teams to target key demo-  
graphics. Consult with marketing managing director client.
- Sept'06-Nov'06 **Interactive Art Director  
McCann MRM**, San Francisco  
Flash banner prototypes for Microsoft.
- May'06-Jul'06 **Interactive Art Director  
Grey**, San Francisco  
Advertising, microsites, rich media, banners for Nokia & Tonik.
- Jan'06-April'06 **User Interface Designer  
Cloudsystems**, San Francisco  
Freelance user interface design of media control  
system applications.
- Aug'04-Dec'05 **Flash Developer - Interactive Advertising  
AKQA, OgilvyOne**, San Francisco  
Freelance Flash development for AKQA (Visa & Xbox) and  
Ogilvy One (Yahoo!).
- Feb'05 - April'05 **Interactive Art Director  
Traction**, San Francisco  
Freelance web design for clients such as Virgin, SAP and SUN.
- Dec'04 - Feb'05 **Interactive Art Director  
Mediatrope**, San Francisco  
Led team re-design of Headlands Center for the Arts website,  
including flash design ([www.headlands.org](http://www.headlands.org)).
- Jul'03 - Aug'03 **Interaction Designer (intern)  
Live | Work**, London, UK  
Prototyped a knowledge-sharing service for teachers, researchers  
and educational institutions using limited metadata.
- Jul'01 - Aug'02 **Flash Developer  
AKQA**, San Francisco  
Flash banners for Visa, NIKE, and Palm.
- Nov'00 - Jun'01 **Interactive Art Director  
AtomShockwave**, San Francisco  
Flash design for promotional portfolio, headline movies, banners,  
superstitials and emails for shockwave.com and atomfilms.com.
- Jan'00 - Oct'00 **Flash Designer  
Addis**, Berkeley  
Freelance flash design of addis.com corporate website.
- Jan'95 - Dec'99 **Art Director  
Andersen Consulting (now Accenture)**, San Francisco  
Directed design teams to produce web, video and kiosk prototypes.  
Produced specifications and style guides, conveyed vision to execu-  
tives and designers, mentored team designers to complete right  
design concept, presentations and information design.

## **Luther Thie | New Media Artist**

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### ***Selected Creative Activities, Exhibitions and Presentations***

- Aug'06 **ISEA 2006 ZeroOne Festival of Art on the Edge**  
Awarded "Emerging Artist" award (festival grand prize) for Acclair Service Bureau.
- Nov'05 **21 Grand Gallery, Oakland, CA**  
**"One to Another"**  
Video screening.
- April'05 **CHI 2005, Portland, OR**  
**Technology, Safety, Community -**  
**Conference on Human Factors in Computing Systems**  
Acclair brainscanning for security and neuromarketing service presentation and installation ([www.acclair.co.uk](http://www.acclair.co.uk)).
- Feb'05 **Dorkbot, San Francisco, CA**  
Acclair presentation.
- Oct '04 - Nov '04 **SF Camerawork, San Francisco, CA**  
**Improbable Monuments online exhibition:**  
**[www.autogrillmonument.org](http://www.autogrillmonument.org)**  
Conceptual design of a sublime monument at AutoGrill Novara in Italy that links realtime motorist fatality data to a large-scale ambient display.
- July'04 **Fondazione Sandretto Re Rebaudengo, Turin, Italy**  
**"Borderline" interactive installations and experience prototype**  
Curated and contributed (Acclairism) to group show of interaction designers critically exploring the idea of pushing the limits of social and political acceptability within control contexts, rethinking airport security, and repurposing surveillance systems.
- March '04 **Cluster Magazine: On Innovation, Turin, Italy**  
Issue No. 3: Interaction Design  
Review of "Bang the Machine" at Yerba Buena Center for the Arts.
- Aug'03 - Sept'03 **Receiver Magazine**  
**[www.receiver.vodafone.com](http://www.receiver.vodafone.com)**  
Animated illustrations in collaboration with the writer James Goodman and designer Helma Toepper about the adverse effects of mobile phone manufacture.
- June '03 **Bu.Net Internet Cafe and Gallery, Torino, Italy**  
**"Forget" video installation**  
2 channel 8 minute video loop in collaboration with Kathrine Worel.
- Jan '03 - Mar '03 **Richmond Art Center, Richmond, CA**  
**"Foam"**  
Sculpture installation.
- Nov '02 **21 Grand Gallery, Oakland, CA**  
**"Again"**  
Video and sculpture installation.
- June '99 **Sanchez Art Center, Pacifica, CA**  
**"CorpCult"**  
Video installation.