

# elias holtz

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## EXPERIENCE:

Interactive Designer, July '08 - Present  
Freelance, various clients  
New York City, NY.

Interactive Designer, May '05 - July '08  
Smashing Ideas Inc.  
Seattle WA

Worked in the creative group on online entertainment content and advertising. Created flash games, sites, rich media advertising, and applications. As a studio our current client list included 4 of the top 5 kid's destination sites.

Flash: Honed expert flash skills in the largest flash development company in the U.S., worked with skilled developers, animators and illustrators on immersive, rich flash experiences.

Video: Shot, edited, and integrated video into our flash work. Participated in every step of a chroma key video process, from lighting the set to keying and production.

Strategy Experience: Lead and participated in brainstorming and creative concepting, from mobile U.I. to large scale interactive campaign proposals. Cultivated and produced strategy documents for RFP's and client consultancy.

Advertising: I started at Smashing Ideas in the Advertising Group where I was lead designer and copywriter on various award winning rich media campaigns, landing pages, and custom emails for Nintendo, Comedy Central, Weight Watchers, AOL, and others. Was creative lead on Comedy Central's first rich media video campaign, Dog Bites Man.

## EDUCATION:

Associate of Applied Arts in Interactive Media Design, 2004  
Art Institute of Seattle, Seattle, WA

Fine Arts Studies, 2000 - 2001  
University of Pennsylvania, Edinboro, PA