

Hakim Sayyed-Terry

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Creative and Marketing professional with over ten years experience

Qualifications

Experienced professional with a wealth of knowledge encompassing the creative and marketing demands of this technology-driven marketplace. Imperturbable critical thinker able to thrive in diverse environments, whether offering transparent and confident leadership, or self directed goal oriented production. Proficient the use of Adobe Creative Suite, HTML + CSS, presentation softwares, Responsys Interact 5 + 6.

Skills

Utilized various media:

Knowledge of web design constraints and current best practices, file size management, screen resolution, and browser idiosyncrasies. Knowledge of typography both in experimental design and as it applies to user interface concerns. Watercolor, gouache, acrylic and oil paints, collage techniques, etching, multistage printmaking, pen and ink, digital media.

Worked with numerous digital formats and programs:

Adobe Creative Suite with emphasis on Illustrator, Photoshop, Flash and Dreamweaver, Painter, Actionsript, CSS, XML, XHTML, jQuery, Coda, BBedit, Swift 3D, Keynote, Powerpoint, iWork, certified pro in Logic Studio. Studying HTML5 and CSS3.

Planned and executed full illustration and design processes:

Interacted with art directors, conducted research and shot reference photos, created thumbnails, preliminary sketches, value studies, color studies, final drawings and completed paintings. Conducted meetings with clients to best translate their vision into a valuable customer user experience.

Composed and scored for film and web:

Worked with directors to translate the emotional and stylistic content of their stories. Processed roundtrip audio with Final Cut editing teams; Logic Pro (certified), Soundtrack, Melodyne, Reason, Reaktor.

Experience

Responsys August 2009 - present

TEAM LEAD

Lead a production team serving Intuit's Small Business and Account Professionals business units. Helped client to achieve greater ROI by designing and implementing more detailed and flexibly targeted campaigns.

- Mentored team members and helped guide them in facing their career challenges.
- Guided documentation projects designed to streamline, improve and simplify production processes.

Responsys (con't)
August 2009 - present

SENIOR CAMPAIGN SPECIALIST

Facilitated cooperation between company and client by presenting live and remote campaign development process demonstrations to clients.

- Specialized in planning and deploying the most demanding and detailed projects while tackling a new set of administrative enterprises.
- Conducted training events for both team members and clients

CAMPAIGN SPECIALIST

Planned and deployed both ad-hoc and automated email marketing programs while reinvigorating relationships with existing clients.

- Managed and deployed multiple concurrent campaigns with outstanding result utilizing Responsys' proprietary software suit, Responsys Interact.

Apple Retail
Sept. 2007 - April 2009

CREATIVE

Trained clients for Apple Retail. Softwares included iWork, iLife, Microsoft Office, Logic Pro, Adobe CS4.

Linehäus
April 2000 - August 2009

DIRECTOR

Operated freelance and contract creative company, providing for agencies, media companies, organizations and individual artists.

- Designed and built dynamic full sites and microsites using XHTML, XML, HTML CSS, PHP, actionscript, handcoding, Flash.
- Built Flash game and various Flash assets for Hub Strategy's Elebits campaign for the Nintendo Wii; Actionsript 2.0.
- Designed posters, infographics, illustrations, marketing materials for print and web, webmail template, sell-sheets, created a series of graphics for Keynote presentations, recreated a series of logotypes and graphics, created display ads for marketing.
- Composed soundtrack for short film as part of the 48 Hour Film Contest and festival.

Education

Academy of Art College, San Francisco, CA
University of California at Santa Cruz, Santa Cruz, CA