



John B.Floyd | Senior Interactive Producer / ACD | 303.947.5805 | jbf@jbfcreative.com

Profile of recent accomplishments

As I investigate new opportunities, I bring with me a decade's worth of professional web experience. Just over a year ago I entered into a ground-up eCommerce design overhaul for one of the fastest growing footwear brands in the world. From May 2008 to May 2009 at Crocs, Inc. my department has doubled internet sales, quadrupled it's staff and championed an amazing 40% increase in year over year conversion rates, all within arguably, one of the world's worst economies. Presently, I am the design lead for 20 countries worldwide.

Clients

Crocs, Inc. • Parallel Entertainment • HBO Comedy Arts Festival • Blue Collar Comedy • McDonald's QSR • Denver News Agency • Globus Vacations International • Denver Metro Convention Bureau Pepsi Co • Clear Channel • Vehix • Comcast • Fiserv Financial • Colorado Lotto • B-line Snowboard MFG

Experience

Global Senior Interactive Designer/Producer for Crocs, Inc. - Niwot, Colorado

May 2008 - Present (1 year 4 months)

Evolve and extend the online brand, user experience and webstore for the e-commerce division of Crocs, Inc. Design a globally scalable webstore look and feel for use in 24 multi-lingual countries across the world.

Senior Interactive Producer for Motive: A Hybrid Agency - Denver, Colorado

March 2008 - May 2008 (3 months)

Partner/Interactive Producer at Gern Blandsten, LLC - Denver, Colorado

January 2007 - March 2008 (1 year 3 months)

Interactive viral marketing service for comedy entertainment industry. Provides online brand solutions for notable entities and individuals within the broadcast comedy circuit.

Senior Interactive Art Director for Karsh\Hagan Advertising - Denver, Colorado

2003 - 2006 (3 years)

Head of Interactive Web Design and Development. Managed team of 3 Interactive Art Directors.

Owner/Web Producer for JBFCreative,Inc. - Evergreen, Colorado

1999 - 2003 (4 years)

Interactive web marketing boutique focused on cross-media marketing solutions for multiple broadcast radio stations. Produced on-demand web content and streaming video for morning radio on-air content.

Education

Art Institute of Colorado

Graduate, Advanced Flash Action Script, 2006 - 2006

Activities and Societies: Expanded Degree for Professionals focused on advanced flash action script AS2.

Platt College

Graduate, Industry Level Web Design, 1998 - 1999

Focus and Emphasis:Curriculum tailored for working professionals specializing in new media and interactive studies. Studies entailed an intense hands-on experience with FlashV4 animation and AS1.

University of Northern Colorado

BA, Advertising and Mass Communication, 1993 - 1997