



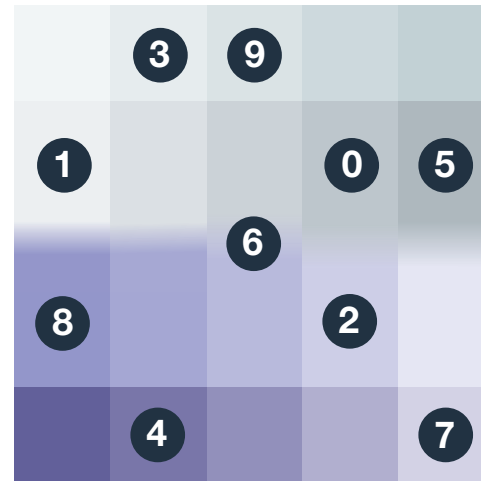
mike parsons

creative director / art director / designer

2637 Marshall Dr., Palo Alto, CA 94303
Phone: 650 387-6401
email: mike@ihawkeye.com
online portfolio: www.ihawkeye.com

Skills & Technology: (Mac and PC)

1. Photoshop
2. Illustrator
3. In-Design
4. Quark
5. Final Cut Pro
6. Flash
7. QuickTime
8. Keynote
9. Acrobat
0. Windows

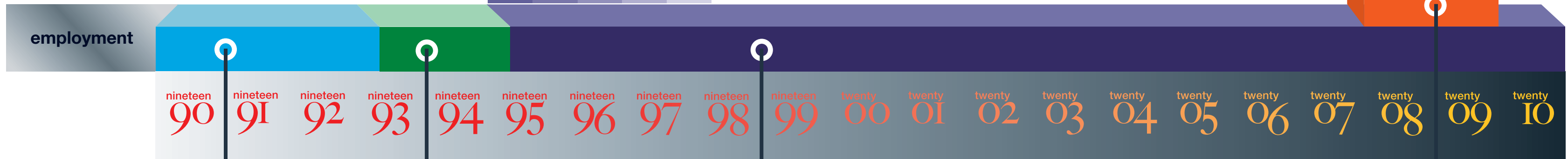


Agency & corporate in-house experience:

Developing identity and corporate branding, print collateral, print, broadcast and web advertising.

Strengths:

1. Creative concept development
2. Multi-media execution: print, video, web designer/producer
3. Client presentations
4. Consistent big-picture execution across strategy and brand
5. New business presentations
6. Skilled at team building and managing creative personnel
7. Branding committee experience
8. Very good with assignments that require putting different things and people together
9. Very good at seeing the forest and the trees while visualizing creative solutions
0. A great mixture of art direction and design



1989 to 1990:
Foote, Cone & Belding
technology group:
Senior Art Director

1988 to 1989:
Hodskins, Simone
& Searls
Senior Art Director

1983 to 1988:
Cramer Krasselt
Art Director

1990 to 1993:
Sun Microsystems, Senior
Art Director, Senior Designer
and manager.

Senior contributor to the Sun
branding committee.

Managed creative department
after vacancy of Creative
Directors.

Client Groups:
Sun Service,
Sun Education/Universities,
Sun Financial and
Sun Government

1993 to 1995:
CKS Partners, Senior Art Director/ACD

Developed creative for new business
presentations and existing clients.

Work produced for the Tektronix pitch
was used for the advertising launch.

Helped win the Nextel business with
creative concepts and strategy for
the dispatch b2b.

1995 to Present:
Creative Director, Art Director and
Designer working directly with
agencies, design studios and clients,
including Y&R San Francisco, HP, SGI
Novell, Porsche-NA division.

Member of SGI, Quantum and VLSI
branding committees.

Developed direct advertising strategy
for Cisco's VPN launch.

Developed the brand CAD/Product
design for engineering group at SGI.

Built in-house creative departments
at VLSI Technology and Quantum
Hard Drives.

2008 to 2009:
Stanford University Athletics
Built, directed and produced
a web-streaming video group for
the Stanford Athletic Department.
Hired a crew of ten people for all
aspects of streaming video, from
software to hardware.

Also Designed and produced
e-commerce recruitment site for
the Stanford Baseball program.