

# Raleigh Felton

Tel: 310.279.2952  
Email: me@uniqueinter.net  
Web: www.raleighfelton.com

## Experience

**TBWA\Chiat\Day\TEQUILA** (2005 - Present)  
Los Angeles, California, Interactive Art Director  
www.tequila.com

Art directing and concepting primarily for the Nissan and Infiniti accounts

Collaboration with other agencies for viral marketing, 3-D design, and special effects

Lead Interactive Art Director for the launch of the 2008 Nissan Murano

Lead Interactive Designer on various Sony Playstation releases

Clients Include: Nissan, Infiniti, Sony Playstation, Energizer, Apple

**Exopolis** (2004)  
Los Angeles, California, Jr. Art Director  
www.exopolis.com

Worked collectively with creative director to formulate ideas into design

Designed materials including logo identities, web sites, banners, and broadcasts boards

Clients Include: Universal Pictures, Disney, HBO, Focus Films, Warner Brothers, USA Network, WB Kids, Panasonic, NASCAR, Mini Cooper

## Reference

Anthony Hurd, Creative Director - howdy@anthonyhurd.com

**Truostar Media** (2002 - 2003)  
Los Angeles, California, Jr. Art Director - Jr. Designer  
www.truostarmedia.net

Conceptualized and designed advertising campaigns, websites and marketing materials

Discussed and produced visual compositions for clients' preliminary designs and concepts

Clients Include: Nike, Coke, Atlantic Records, J Records, Boost Mobile Rockcorps

## Reference

Javier Laval, President - 310.925.1087 - javier@truostar.net

## Education

**Multimedia Institute**, Encino, CA (2001)  
Multimedia Web Design

Jose A. Ramirez, Instructor, Web Design - josevader@hotmail.com

**Virginia Polytechnic Institute and State University**, Blacksburg, VA (2000)  
B.A Arts Degree: Concentration-Graphic Design Minor: Communications

Truman Capone, Professor, Graphic Design  
540.231.9008 trumanca@vt.edu

Fields, Robert, Professor, Graphic Design  
540.231.6005 bob.fields@vt.edu

## Awards

**2006 Gold ADDY Winner** - Playbeyond.com Online Campaign  
Flash Motion Designer, TBWA\Chiat\Day\Tequila

**2006 Gold ADDY Winner** - PlayStation3 Genji Online Campaign  
Flash Motion Designer, TBWA\Chiat\Day\Tequila

**2006 Silver ADDY Winner** - Syphon Filter : Dark Mirror  
Flash Motion Designer, TBWA\Chiat\Day\Tequila

**2006 Silver ADDY Winner** - MonkeyTown.TV Microsite  
Flash/Aftereffects Motion Designer, TBWA\Chiat\Day\Tequila

**2006 Bronze ADDY Winner** - Playstation2 MLB 06 Microsite  
Flash Designer/Art Director, TBWA\Chiat\Day\Tequila

**2005 Beldings Award** - NBA 06 Online Advertisement Campaign  
Flash Designer, TBWA\Chiat\Day\Tequila