



I've always been fascinated by communication in every form; visual, musical, theatrical, and social. Our online world blends all of this together, and this is where I gravitate - where stories and experiences are delivered via the explosive combination of technology, curiosity, and the desire for expression.

## Creative Director - Deep Focus, New York 2007-2010

Led the Creative Department of a multi-disciplinary agency in the creation of award-winning digital campaigns, destinations, Social Media strategies, and trans-media promotions for a wide variety of brand and entertainment clients.

### Brand/Entertainment/Transmedia/Social Media:

Directed the creation of the Calvin Klein 2010 Social Media strategy including the *Fashion Week Live* streaming site on Facebook, AMC's *Mad Men* Season 3 campaign including the viral hit *Mad Men Yourself*, HBO's *Flight of the Conchords* Season 2 campaign including *Lip Dub Fansterpiece* - winner of two 2009 Webby Awards, Comic-Con trans-media event *Seek the Six* for AMC's *The Prisoner*, Equinox Fitness' *My Body, My Biography* Social Media microsite, HBO's *Entourage* Season 6 campaign including the *Make a Friend Famous* Facebook campaign, and the Havaianas E-commerce brand site redesign.

### Online ad campaigns include:

*Mad Men*, *Entourage*, *True Blood*, *Hung*, *Big Love*, *Entourage*, *Eastbound & Down* (OMMA Award nominated), *Summer Heights High*, *In Treatment*, *Breaking Bad*, and *The Prisoner*.

2003-2006

## Director of Creative Strategy - Real Pie Media, Los Angeles

Created site and campaign strategies, client presentations, site designs, Flash animations, illustration, game and feature designs and sound & video editing.

### Ideated and built entertainment websites for clients including Disney, Universal, and Fox Searchlight:

Sites include: *Garden State* (Winner of a 2004 Webby Award), *An Inconvenient Truth*, *Little Miss Sunshine*, *Johnson Family Vacation*, *Honey*, *Never Die Alone*, and *The Dreamers*.

### Corporate identity and site design:

Excalibur Hotel and Casino corporate redesign, Radio Disney.com corporate redesign; work on SoapNet.com, Disney Channel.com, Treasure Island and Luxor Hotel and Casino sites.

## Lead Designer/Animator - Mostasa Inc, Los Angeles 2001-2003

Created site designs, Flash animations, client presentations, illustration, and sound & video editing.

### Ideated and built film websites and ad campaigns for clients including MGM, Paramount, Warner Bros., and Fox:

Sites include: *Hannibal*, *James Bond.com*, *The Majestic*, *Silence of the Lambs* (DVD), *Moulin Rouge* (DVD), and *Deuces Wild*.

### Online ad campaigns include:

*The Mummy*, *Jurassic Park III*, *The Fast and the Furious*, *The Majestic*.

## Freelance Designer, [steveisaacs.com](http://steveisaacs.com), Los Angeles 1997-2001

Everything from soup to nuts.

### Worked as a one-man website shop:

Sites include: Alyssa Milano (Celebrity), Sugar Ray.com, Green Jelly.com (Music), Michel Comte.com (Photography), Spark Interactive (Corporate), and Flavio Olivera.com (Fashion).