
JEVAUN HOWELL

CREATIVE DIRECTOR

CAREER NOTES

I'm an internet veteran with well over a decade of experience. I'm currently serving as the Design Director for New Media and Product Development at Major League Baseball, a position I've held for the last few years. In that time, I've helped redefine the online video experience at large through the steady stream of innovative products released by MLB.com. That includes everything from the creation of embedded in-page video players to the Emmy Award-winning MLB Mosaic video application. I've also spent a fair deal of time working with other world-class brands including CSTV, ESPN, Bob Marley, and Tiger Woods to name a few.

As Design Director, I've been responsible for managing both in-house and externally-contracted design teams, creating new rich-media applications, and handling the overall design direction of MLB.com's major innovative products.

I'm a respected leader who takes pride in finding the best ways to utilize the resources around me in ways that best benefit the team and the project as a whole.

Throughout my career, I've always been ahead of the curve on emerging trends and technology including mobile devices, social networking, gaming platforms, and computer hardware.

I have a proven track record of applying critical thinking to solve complex user interaction issues in ways that are both clearly communicative and highly engaging. In my mind, every project is an opportunity to set the bar a little higher.

EDUCATION

Carnegie Mellon University (May 2000) Pittsburgh, PA
Bachelor of Fine Arts, Communication Design
Minor in Business Administration | Minor in Film | Minor in Digital Imaging

AWARDS

1997 SURG Grant Award Winner "Devices" | Milia 2000 Finalist for New Technology "iO" | 2005 MLB.com First Pitch Award
2007 Emmy Award Winner "MLB Mosaic" | 2008 Flashforward Finalist "MLB.TV Mediaplayer" | 2009 OMMA Finalist "MLB.com"
2009 Adobe MAX Best Entertainment Application Winner "MLB.TV Mediaplayer".

SKILLS

Photoshop | Illustrator | After Effects | Final Cut Studio | InDesign | QuarkXPress | Dreamweaver | Flash and Actionscript (AS2) | Fireworks | Maya

Design Consulting | Art Direction | Brainstorming and Concept Generation | Information Architecture
Branding and Identity | Conversant in Spanish and Japanese | Expert Knowledge of the Mac OS

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EXPERIENCE

MAJOR LEAGUE BASEBALL ADVANCED MEDIA L.P.

Design Director, New Media/Product Development - Senior Designer - Visual Designer
(January 2002 - Present) New York, NY

Functioned as the creative lead on numerous projects covering baseball, music, and entertainment properties. Duties included: managing design teams, interacting with partners, architecting sites, conceptualizing new media applications, developing branding, creating interfaces, and handling the overall design direction for the majority of MLB.com's large internal and external projects. These projects included, but weren't limited to: The Emmy Award-winning MLB Mosaic, the MLB.com homepage, the MLB.com Mediaplayer, MLB Game Pulse, BobMarley.com, CSTV.com, and TigerWoods.com.

CUPID'S LAB

Founder / Creative Director
(August 2007 - October 2009) New York, NY

Cupid's Lab was a live Event-Based Dating Service, leveraging the power of both online and offline dating to create a fun and interesting hybrid, which gave singles an exciting new way to interact with each other. Alongside my co-founder, I was responsible for developing the concept, defining the brand and associated collateral, designing the website, scouting locations, hosting the live interactive events, partnering with other businesses, cutting deals with venues, and crafting both the online and real-world user experience.

SCIENT CORPORATION

Senior Designer - Associate Visual Designer
(June 2000 - June 2001) New York, NY

Worked as a visual designer on a number of projects, but primarily on the site development of the company's largest client-Major League Baseball. Created the look and feel for many sections of MLB.com and the league's 30 team sites. Developed second-generation design concepts for MLB.com and the team sites. Devised a template system for company site developers to produce pages more rapidly. Worked as part of the company migration team that introduced new pages and design direction to clients. Mentored junior designers in design philosophy, the use of design applications, and the creative process.

CONCRETE MEDIA

Web Designer - Production Assistant
(June 1999 - August 1999) New York, NY

Helped redesign the company's corporate identity. Introduced Flash to the design team. Conceptualized and designed the company's intranet site. Assisted in the creation of client sites including Lids.com and GoCollect.com.

JEAUN HOWELL DESIGN

Freelance Art Director - Freelance Designer
(June 1997 - Present) New York, NY

Worked as a Freelance Art Director for a series of fashion designers, entrepreneurs, musicians, restaurateurs, and design firms. Responsibilities covered a wide range including: design consulting, photography, identity design, illustration, prototyping, print design, web design and more.