

# Andrew D. Feltenstein

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## Qualifications for Creative, Interactive Web Development, Design and Animation

### Professional Profile

A creative interactive-media design professional, with a diverse history of practical experience in graphic design, production and presentation. Possesses an innate ability to adapt graphical styling and concepts for business and marketing solutions. Pursues innovative, elegant solutions to design and programming issues. Highly detail oriented.

### Areas of Expertise

Interactive Web Design	Rich Media Production	Operations Management
Flash Animation and Illustration	Team Facilitation	Project Management
Interface and Graphic Design	Programming	Game Development

### Select Accomplishments

- ◆ Conceptualized and produced an interactive, multimedia, animated, fun, series of informative educational online adventures for children, consisting of over 200 online pages.
- ◆ Conceptualized and designed a complete interactive, information based, web quest, educational learning site for a cooperative Board of Education project for use in a multimedia dual-city project.
- ◆ Prototyped, developed and produced a branded series of interactive, animated e-books and incorporated phonics, learn-to-read activities implementing current learning standards.
- ◆ Designed and created an integrated, web based, performance-reporting, evaluation system with customized graphs and administrative features with PHP, Flash and HTML.
- ◆ Coordinated, conceptualized, designed and implemented a co-branded initiative with a major retailer to provide a nexus of fun web content for their brand as a promotion.
- ◆ Conceptualized, designed and developed themed e-cards and developed a unique branded identity.
- ◆ Conceptualized, designed and developed numerous interactive children's games and activities based on existing and newly created characters and published material.
- ◆ Developed eye catching animated splash pages for various corporate presentations.
- ◆ Redesigned corporate web pages into a more effective marketing tool to accentuate the corporate mission.
- ◆ Consulted with clients to create multimedia adaptations that conceptualized a marketing strategy.

### Career History

<b>Flash Developer/Illustrator, Golden Books Family Entertainment, New York, NY</b>	<i>2000-2001</i>
<b>Web Designer/Flash Animator, cogniVision Inc, Ossining, NY</b>	<i>1999-2000</i>
<b>Vice President of Operations, Maverick Supplies, Inc., New York, NY</b>	<i>1996-1998</i>
<b>Owner/Operator, Skyline Button Novelty Corp., New York, NY</b>	<i>1993-1996</i>
<b>Owner/Founder, Noble Button Company, New York, NY</b>	<i>1989-1993</i>
<b>Vice President, Champion Zipper Manufacturing Corp., New York, NY</b>	<i>1988-1989</i>
<b>General Manager, Maverick Supplies, Inc., New York, NY</b>	<i>1985-1988</i>

### Education

**B.S.**, Management and Organizational Behavior, *New York University*      **B.S.**, Economics, *New York University*  
CNA/CNE, CIA, *New York*  
Post Graduate: B.S. and partial M.S.: Computer Science, Continuing Education: Queens College, Hofstra University

### Other

Dreamweaver, Front Page, Photoshop, Image Ready, Sound editing, JavaScript, PHP, HTML, Access, Visual Basic  
BrainBench Certified: Web Design Concepts

**Willing to Travel ♦ References Available upon Request**