

# dean meyers

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*A digital strategist and visual problem-solver who brings a multi-cultural view and fresh ideas to communications across multiple platforms.*

Portfolio on the web: [www.deanmeyers.net](http://www.deanmeyers.net)

Blog on the web: [www.mode2design.com](http://www.mode2design.com)

## Experience

Dean Meyers Inc. · New York, NY January 2008 - Present

### President/Digital Strategy-Web Development

Projects range from transmedia storytelling development to creating consumer goods/social community marketing programs including web development with content management systems (Wordpress/Drupal/custom) connected to social media (Facebook, Twitter, email marketing).

The Nightingale-Bamford School · New York, NY April 2005 - June 2008

### Director of Communications (2005-2007) Director of Information Technology (2007-2008)

Supervised and produced print/web marketing materials for non-profit institution; A cost savings of \$40K for development of the Web site was achieved through expertise at web development/implementation. Taught blogging & social media use. Print collateral received three awards.

CTI Graphics · New York, NY October 1996 - April 2005

### Print and Web Graphic Design (On Account)

Repeatedly received corporate approval for design work/web dev skills and regular re-engagement by ad agencies as a result of consistent quality of work and multilingual/multicultural skills.

Nelson Communications, Inc. · New York, NY March 1992 - October 1996

### Technical Services Manager (Solutions On Line) - 1995-1996

Developed new branding use of multimedia technology, interactivity (web) and graphic design. Clients embraced use of new interactive technology, some with continued use of original web site concepts for branding and institutional relations for over 10 years.

### Manager Computer Graphics Lab - 1992-1995

Significantly cut costs and speed of production using new technology and additional skills in music and video production; increased billables by \$3M in one year without increasing staff costs through improved use of technology. Introduced multi-media platforms to ad agency offerings.

## Education

Montclair State University, attended 1986-1989

## Skills & Languages

**Project management:** (various programs); **Web development:** (PHP/PERL in LAMP environments) using Wordpress/Drupal/Joomla (Open source) and customized packages; **Graphic Design:** Indesign, Quark, Photoshop, Illustrator, Dreamweaver, Flash, Powerpoint, **Video/Music:** Final Cut Pro, Adobe After Effects, Premiere Pro, Finale.

Macintosh and Windows environments. HTML, CSS, PHP, MySQL, knowledge of Javascript/AJAX.

Fluent English & Spanish; conversational French, German, Italian.

## Speaking engagements

**2011:** *2nd Global Contact Forum*; Mexico City, Mexico: Panel participant: "Social Media in Customer Contact: The Good, The Bad & the Ugly"

**2010:** *South by SouthWest*: Core Conversation Presenter: "Visual Problems Solving: 5 Diagrams in 15 Minutes"; *CES/Social Media Jungle*: Presenter: "Digital Presence in the NOW and Beyond"

**2009:** *140Conf/London*: Presenter: "Digital Presence in the NOW and Beyond"

## Awards

Council for Advancement and Support of Education (CASE) Accolades Awards, 2007

*Shoot!* Magazine - Web design competition, 1995

Meet the Composer Grant, NY State, 1995

## Of other interest

Co-founder, NYC chapter of VizThink ([www.vizthink.com](http://www.vizthink.com))

Board Member, NYC Chapter of Social Media Club ([socialmediacub.org](http://socialmediacub.org))

Freelance Graphic Recorder/Graphic Facilitator; workshops in improving Visualization for Business Skills

Music composer, opera performer (1997-2002)