

Shannon Rednour

14 Lobell Court • Bloomfield, NJ 07003
973-743-1629 • 917-676-7211
shannon@shannonrednour.com

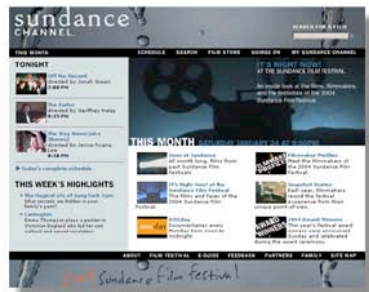
Project History & Portfolio



2000



2001



2003

Sundance Channel Website



2005

Creative Direction & Production Management

As Sr. Director of New Media and VOD for Sundance Channel from July 2002 - March 2006, I gained experience managing every aspect of production. While there I oversaw all creative direction, technical production, and editorial development for our consumer sites and interactive marketing campaigns.

Contributions:

Oversee design tasks to insure consistency across all media.

Produce promotional videos for use across VOD and online distribution outlets.

Manage Production Staff

Work intra-departmentally to develop new internet, extranet and intranet services

Manage all hosting, IT and service vendors. Negotiate contracts and rates.

Develop budget and manage annual spending.



Business Development and Creative Vision

With experience consulting for interactive product development campaigns, I am adept at quickly visualizing creative concepts for new business possibilities.

The success of these campaigns hinge on the ability to utilize the client's existing brand and style guide into the overall concept and developing pragmatic production specifications considering your own existing resources and technologies.

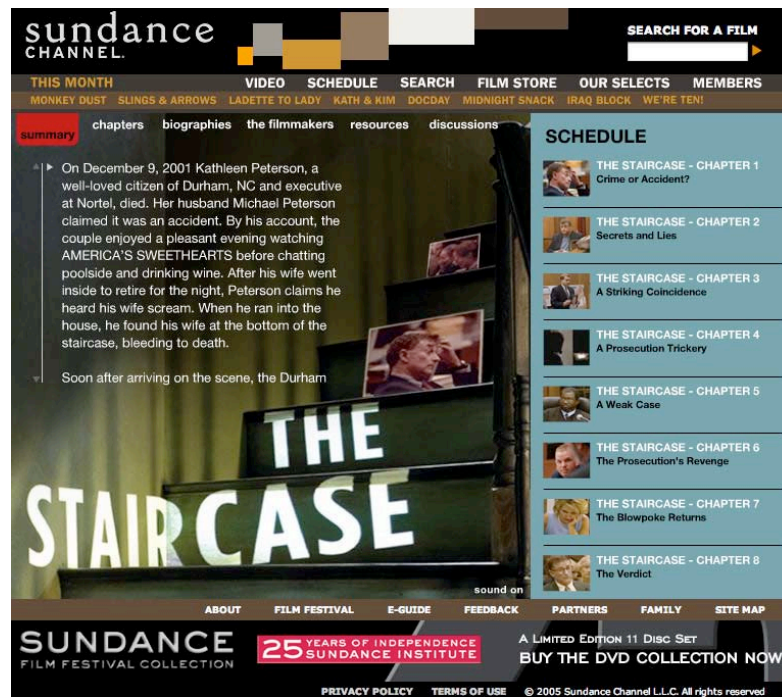
Contributions:

Develop ideas for soliciting and attracting new business opportunities.

Produce designs, wireframes and collateral materials to support conceptual pitch.

Offer hands on design skills in order to make tight deadlines and shifting priorities often associated with business development.

Conceptual Mock ups



Video Driven Mini-Site

The Staircase was one of Sundance Channel's most provocative and successful original series. Due to the crime drama nature of the series, the minisite attracted a loyal fan base as well as enthusiasts who knew a great deal about the legal case that the series was based on. Providing detailed information with discussion forums for this audience was key to the campaign's success.

To see the full minisite, visit: www.sundancechannel.com/staircase

Contributions:

Base Creative

Video Encoding

Flash-Player Development

Discussion Forums

The Staircase



VH1 Digital Promotions

Flash Animation and Interactive Media

In 2002, I developed flash-driven animated promotions for VH1 long before flash driven ad banners were the norm. The VH1 creative services department embedded these animations within their email campaigns, so I became adept at keeping the file size small. To spite having audio, most of these animations are under 200K.

To see samples, visit:
www.shannonrednour.com

Contributions:

Illustration and Artwork

Audio Processing

Graphics Processing

Asset Management across various departments



DIE, MOMMIE DIE! Media Campaign

Development of Core Design Principles

Like this "Die Mommie, Die!" campaign, promotions are oftentimes tied closely to other initiatives or core brands. This campaign had to both stand on its own, and integrate nicely into the base creative of the 2003 Sundance Film Series.

Contributions:

Oversight of multiple designers and vendors to insure campaign consistency.

Development of base creative for leverage across multiple media outlets.

Creation of style guides

Quality Control



Register to Win!
Please submit the following information to be eligible to play 10 DEGREES TO SUNDANCE. If you are a Sundance Channel Registered Member, simply enter your username and password in the menu to the right.

USERNAME: (no spaces or punctuation)
 PASSWORD:
 CONFIRM PASSWORD:
 EMAIL:
 ZIP CODE:

Remember my Login
 Share my information with the other members of the Sundance family

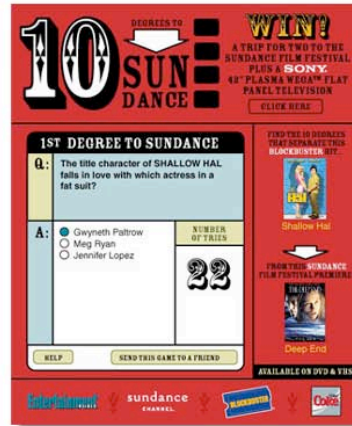
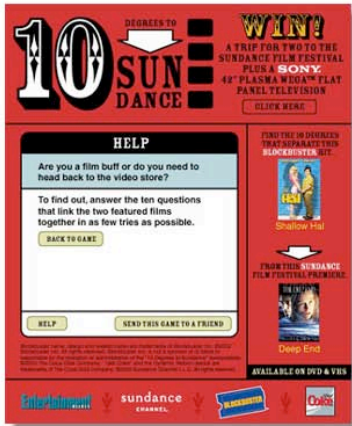
CONTINUE

Sundance Channel Members
If you are already a registered member of Sundance Channel, just log in to play.

LOGIN
 USERNAME:
 PASSWORD:

Remember My Login

PLAY NOW!
[Forgotten Your Password?](#)



Sweepstakes and Viral Marketing

In addition to assisting us in promoting specific programming initiatives, sweepstakes significantly contribute to our membership growth.

To enter sweepstakes, consumers are required to register and encouraged to share the sweeps with a friend.

Contributions:

Base Creative and Design oversight. (Sudden Industries, vendor)

Management of Member database

Sweepstakes game logic and interactive design

Point of contact for Sponsors and Partnerships

10 DEGREES OF SUNDANCE Sweepstakes Campaign



Various Sundance Channel Emails

Permission Marketing

Sundance Channel offers a variety of media rich or text-only options for monthly, weekly, or event promotions. A user-friendly interface allowed consumers to opt-in to these campaigns as well as customize the content for their time zone.

Contributions:

Email Design

User Interface Design and Technical Specifications for opt-in / opt-out procedures

Management and oversight of user database and privacy issues



Various Viacom Extranet and Intranets
 Marketing Council • AtWork • Training Council • Infinity Radio

Extranet and CMS

For Viacom I managed the design and Content Management templates for a variety of purposes and developed administrative controls that allowed various departments to manage their own content.

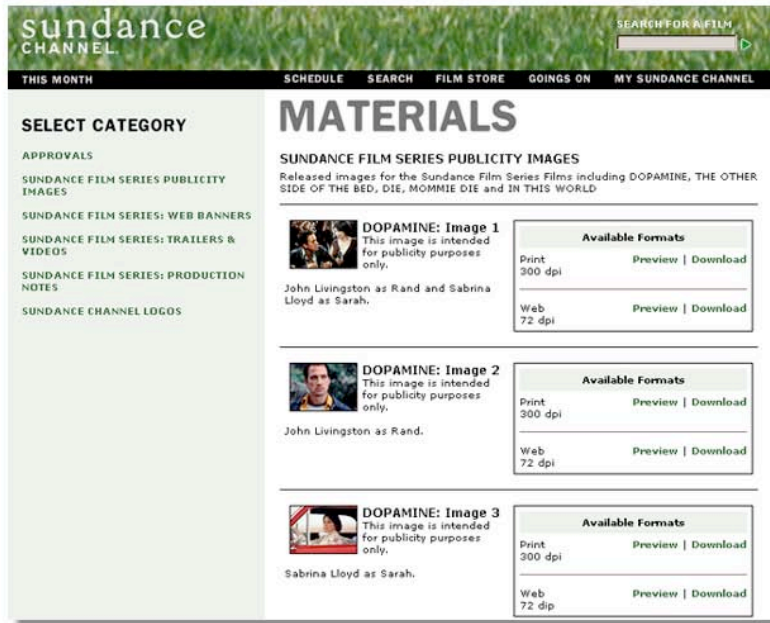
Although there are several off the shelf CMS solutions available on the market, we found at Viacom that developing our own homegrown solution allowed us greater flexibility and control.

Contributions:

CMS interface design and database management

Developed front end portals for a variety of departments

Administered inter-departmental user accounts



Sundance Channel Affiliate Materials

Asset Distribution

As Sundance Channel's marketing department utilized broader media distribution, managing the asset requirements for various affiliates and partners proved challenging at best. We developed a single destination where our affiliates could turn to download the appropriate assets for their campaigns.

Establishing a user friendly interface to upload and download assets was key to this sites success.

Contributions:

Interface Design and Functionality specifications

Established and maintained directory structures for asset storage

Administered affiliate accounts



Monkey Magic Playstation Game

Game Design and Art Direction

In addition to the Playstation title, Monkey Magic, I have experience managing a variety of online games in the mid 1990's.

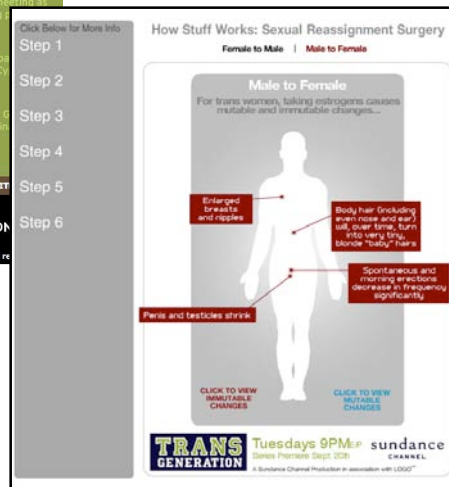
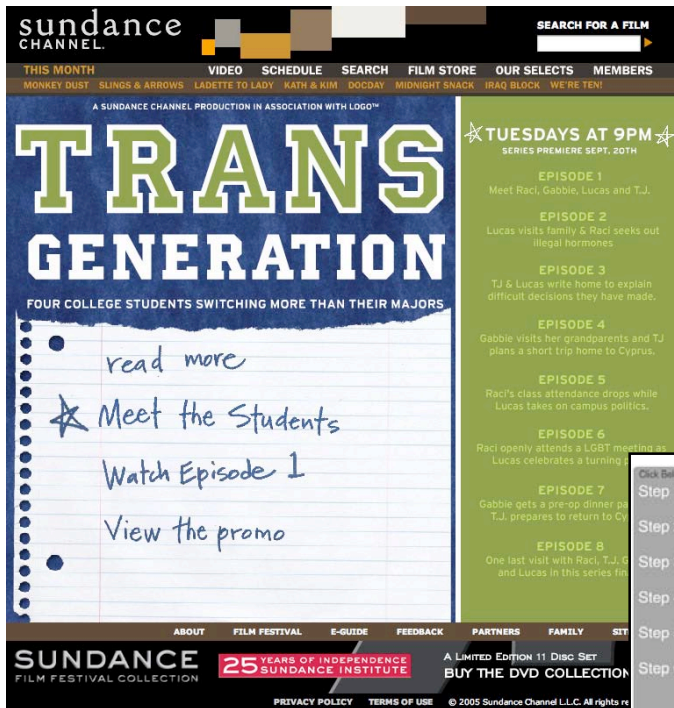
Game design entails not only the attention to the art direction of the project, but also the internal logic of the gameplay, object properties, and level of difficulty, not to mention the management of a large staff with shifting priorities as the game develops.

Contributions:

Managed 15 – 20 member staff of programmers, animators, artists, level designers and sound engineers

Handled all direct communication with SONY to negotiate game modifications related to gameplay, design and level difficulty

Maintained religious documentation regarding production bible, functionality changes, bug tracking and task management



TransGeneration

MiniSite and Editorial

For the original series, TransGeneration, we faced the challenge of serving two very distinct viewers. The GLBT community, which may be more educated on the subject of transgender issues, and the average viewer who came seeking more information on the subject.

In terms of education, we offered a "Sexual Reassignment Surgery" interactive explaining the process for both male to female and female to male gender reassignments. For the fans of the series, we offered a video rich minisite which offered the complete first episode on demand.

To see this sample, visit:

www.sundancechannel.com/transgeneration

Contributions:

Creative direction & hands-on design

Video encoding

Flash navigation & player development



Event Planning and Design

With a background in scenic design and technology, I am adept at designing dynamic installations for exhibits and live events.

Contributions:

Illustration, CAD drafting, paint elevations and architectural standards

Technical supervision for installation and lighting design

Construction supervision and project management

Various Scenic Design Work

The King and I • Murder in the Cathedral • The Three Sisters • Abduction Project • Portrait



Bubble Cast
(Prototyped as BubbleStream)

Convergence Technology

BubbleCast was a prototype developed in 2000 with Nickelodeon to explore opportunities in broadcast and online convergence.

Online contestants would play along with the broadcast game show Double Dare. Top 10 winners would have their names displayed on-air with the Host calling out the top scores and awarding prizes accordingly.

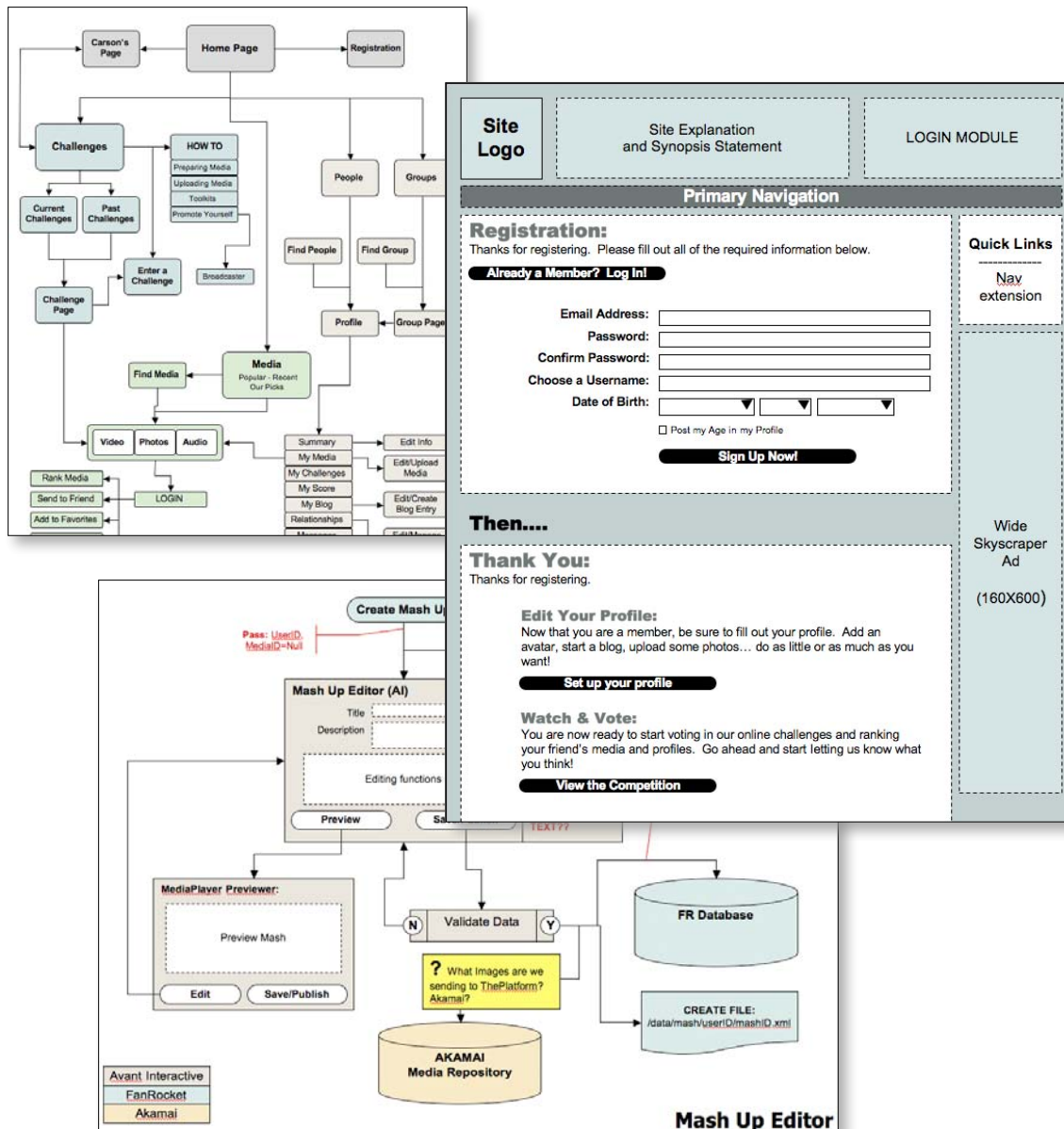
Contributions:

Gameplay logic and interactive design

Interface and Menu design

Managed communications between Nickelodeon, game developers and the N.O.C.

Managed all aspects of focus studies including facility booking and hardware set up for testing purposes



Site Specifications & Wireframes

Planning & Communication

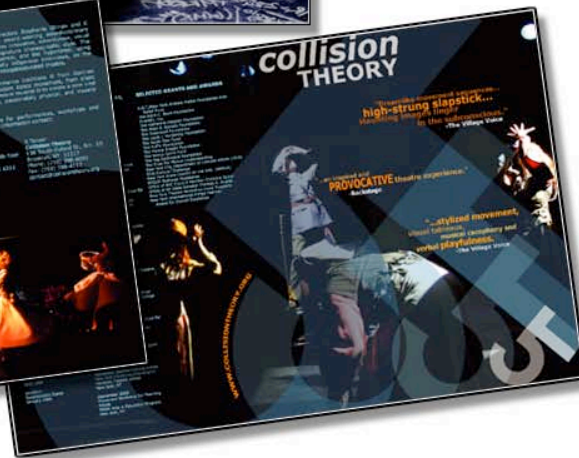
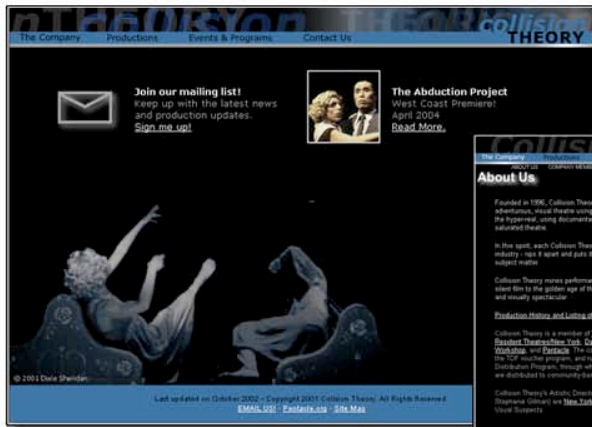
With over ten years experience developing interactive media, I understand it is essential to draft thorough development specifications and functionality documentation prior to production.

Detailed documentation prior to development helps all parties visualize the project at hand and often encourages more engaged feedback from your team prior to production which essentially saves time, money, and stress.

Contributions:

Detail oriented site specifications including the following:

- Site Structure / Flowcharts
- Detailed wireframes
- Functional diagrams
- Distribution of updated site specs



Arts Marketing

My background in theatre has compelled me to stay active in the arts community, contributing time to assisting in Marketing efforts for a variety of companies and colleagues.

Contributions:

Logo Design

Website Design and Maintenance
(see www.collisiontheory.org)

Press Releases

Showcase one-sheets and brochures

Collision Theory Theatre Company