

WORK EXPERIENCE

Interaction

BMW Group Designworks / Lead UI/UX Designer // 2011 - Present

/ . Project List:

Current: Lead Designer on Gauge Development Project (can't give details)
2015 - BMW 2016 CES Future of Interaction Interface : Designer / Animator
2015 - BMW Interaction of the Future Advanced Research / Strategy Project : UX Lead
2015 - SKF Vibration Analysis Software : UX Research & Concept Development
2014 - BMW M Performance App : Lead Designer
2014 - BMW Advanced Design Digital Brand Experience : Lead Designer
2013 - BMW Advanced Design Digital Brand Experience : Global Production Liaison
2013 - BMW Wallbox Pro Electric Wall Charger : Lead Designer
2013 - Adaia Tough Phone : Senior Designer
2013 - BE/Aerospace Digital Seat Interface : Lead Designer
2013 - HP Printer Brand Experience : Senior Designer
2011 - 2013 BMW i8 Production Gauge Cluster : Lead Designer
2011 - BMW Project i Show Cars (i3 & i8) : Senior Designer / Animator
2011 - BMW ConnectedDrive Show Car : Senior Designer / Animator

// . Annually travelled to tradeshow (CES, Siggraph, and various Autoshow) conducting Trend, Design and Tech Research.

Apple iMovie 2011 / Senior Designer and Concepting // 2009

Developed concept for Sports Graphics skin of user movies in Apple iMovie 2011

Julie Toy Photography / Website Designer // 2005

Designed website for lifestyle photographer Julie Toy.

Nokia / Brand and User Interface Design // 2004 - 2005

/ . Developed product branding and interfaces for N-Series, PC-Suite, and their youth oriented brand N-Gage.

// . **NOTABLE PROJECT/ Exhibit and media design of visual graphics that were projected on 360° dome of Nokia's 2004 N-Gage E3 exhibit.**

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TBWA Chiat / Senior Designer and Animator // Nissan Leaf // 2009

Designed and animated initial pitch that led to Nissan's approval of expanded media campaign for Nissan Leaf

TBWA Chiat / Senior Designer // Lucky Brand Jeans // 2008

Designed album art for Lucky Brand Jeans Rebrand Sales Pitch that won Chiat the account

Wieden Kennedy / Designer / AiwaWorld // 2003

Designed Webmercials and website navigation for SONY's AiwaWorld website

Saadi Howell

Interaction / Motion + Branding

hello@bigday.la

www.bigday.la

WORK EXPERIENCE

Motion

Nicktoons Rebrand / Art Direction and Concepting // 2010

Art Directed and Concepted the expanded branding campaign of Idents, Bumpers and Promos for Nicktoons Rebrand

Z-Trip Coachella Concert / Senior Designer and Animator // 2010

Designed and animated backgrounds for Z-Trips Coachella 2010 concert

Mercedes Benz / Senior Designer and Animator // Auto Show Exhibit 2008

Designed media wall graphics for Mercedes Benz 2008 Travelling Auto Show Exhibit

Time Warner Cable / Senior Designer and Animator // 2008

Designed the look and animated elements for Time Warner Cable Commercial Campaign

Eagle Eye Feature Film / Senior Designer and Animator // 2008

Designed and animated interfaces and ARRIA visions for the Eagle Eye Feature

Samsung Times Square / Designer // 2007

Designed Samsung brand movie for Times Square JumboTron

ESPN Monday Night Football / Designer and Animator // 2006

Designed interfaces and information graphics that established the look of ESPN Monday Night Football

Van's Shoes Commercials / Designer and Animator // 2004

Designed and animated youth oriented skate commercials for Van's shoes.

AWARDS

BDA Gold Award // 2010

2009 Nicktoons Rebrand

ADC YOUNG GUNS 4 // 2005

Wieden Kennedy Tokyo / AiwaWorld

One Show (Silver Award) // 2005

Wieden Kennedy Tokyo / AiwaWorld

EDUCATION

1999 - 2003

Art Center College of Design (BFA Graphic Design / Interactive & Motion focus)

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RELATED SKILLS

MASTERY :

Adobe Design Suite

- Illustrator
- Photoshop
- After Effects (2D Design / Animation)
- Indesign
- Premiere

3D Design / Animation

- Cinema 4D

Wireframing / UX Prototyping

- Axure
- Invision

Microsoft Office Suite

BASIC KNOWLEDGE :

HTML / CSS / JAVASCRIPT Coding
MadMapper Projection Mapping
Unity 3d App Development
Arduino Coding and Circuitry

INTERNATIONAL QUALIFICATIONS

BMW Group Designworks / Lead UI/UX Designer // 2011 - Present

Worked abroad for 9 months assisting in coordination of global design teams.