

## **KEN TADEO**

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### **OBJECTIVE:**

To lead and direct an interactive, creative team that delivers upon best practices in functionality, usability and more importantly, groundbreaking ideation that doesn't just give clients what they ask for, but what they never thought possible.

### **WORK EXPERIENCE**

#### **Wunderman | Team Detroit, Dearborn, Michigan**

Digital Creative Director

7/2007 – Present

Manage team of digital art directors and writers specifically for all Lincoln/Mercury vehicles digital communications

Conceptualize, strategize and execute pitch proposals for Lincoln/Mercury concept, launch and production vehicles

Partner with brand agency for Lincoln/Mercury (Y&R) to create an integrated communication experience across all channels

Manage client creative expectations, interface with internal and client side personnel

Direct photo & video shoots, storyboard CGI animations and all elements of [lincolnvehicles.com](http://lincolnvehicles.com) and [mercuryvehicles.com](http://mercuryvehicles.com)

#### **BLITZ Agency, Los Angeles, California**

Director of Creative Services

12/2005 – 5/2007

Manage, assign and direct a creative team including 3D animators, Flash animators, interns and creative directors

Conceptualize, strategize and execute pitch proposals for the Hollywood studio industry and other clients that include Microsoft, General Electric and Ford vehicles

Implement creative development process that included resource scheduling, production of creative briefs, creative estimates, mentoring and creative staff recruitment

Represented BLITZ's executive creative staff to project stakeholders and clients. Managed client creative expectations, delivering tightly-executed, highly-strategic and exceptionally engaging solutions

#### **JWT Digital, Detroit, MI**

Associate Creative Director, Partner

August 1999 - April 2005

Creative director for all digital truck advertising and marketing initiatives including online media, onsite event and industry partnerships

Managed specific Truck team of copywriters, art directors and designers

Conceptualized and developed the 1st three major portal roadblock campaign on MSN, Yahoo! and AOL. It resulted in creating one of the largest brand awareness campaigns for a product online.

Creative visionary for the digital launch of the 2004 Ford F-150. Developed creative digital campaign and curriculum for Ford Motor Vehicles most extensive product launch to date

Developed ideas and executions for rich media online advertising in conjunction national campaign, working closely with broadcast and print mediums.

Achieved more awards and recognition than any internal digital team (see below)

**PeopleSoft, Inc. Pleasanton, CA**

Multimedia Developer, Communications Lab  
April 1997- July 1999

Produced and art directed the 1997 PeopleSoft Corporate Report using Macromedia Flash, Dreamweaver, Fireworks and other web/graphics applications - one of the first interactive presentations published in Flash for the internet.

Concept developer and producer of prototype graphics and interface design for PeopleSoft Business Network (PSBN) - the precursor to web-based applications for enterprise software.

Creative concept development that included graphics, digital video, audio and animation for Computer-Based Training (CBTs) and Web-Based Training for PeopleSoft Enterprise software.

Futurist developer for initiative to stream content and media using Digital Lava, a precursor to multi-media PowerPoint applications on the internet that included real-time user/teacher interaction

Part of the creative team that migrated PeopleSoft's intranet to a portal design, based on server administered site construction

**Individual Software, Inc. Pleasanton, CA**

Creative Director  
September 1994- April 1997

Manager of creative services for Research and Development department, which included 3d illustrators and other creative consultants

Managed and developed initiative to develop company's web site and infrastructure including content development and electronic commerce store.

Graphics and interface design for all computer-based training products

Produced conceptual material including storyboards, interface design composites and hand drawn art

Mastery in Photoshop, Illustrator, After Effects and other graphic software applications

**CLUB American Computers, Inc. Fremont, CA**

Art Director/Sr. Graphic Designer  
March 1991 - September 1994

Concept developed and implemented corporate identity program

Produced and designed company collateral including brochures, technical brochures

Designed signage and marketing materials for tradeshow, company presentations, etc.

Coordinated technical writers, photographers, and other outside vendors

**EDUCATION**

Bachelors Degree in Fine Arts  
University of California, Los Angeles

**CURRENT URLS OF WORK**

[www.lincolnvehicles.com](http://www.lincolnvehicles.com)  
[www.lincolnvehicles.com/reachhigher](http://www.lincolnvehicles.com/reachhigher)  
[www.mercuryvehicles.com](http://www.mercuryvehicles.com)  
www.adobe.com/products/flash/special/flashanniversary/  
www.imaginationtheater.com  
www.onesecondtheater.com  
www.tadeo.com

**ARCHIVED URLS**

www.kentadeo.com/f150module/  
www.kentadeo.com/Outfitters.htm

**REFERENCES**

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## ACHIEVEMENTS/AWARDS



**Caddy Awards**, Detroit, Gold 2005  
Best Use of Interactive Media Campaign  
"Super Duty Launch Module"



**2004 International Automotive Advertising Awards**  
Gold, Corporate Website, fordvehicles.com  
Silver, Brand Website, fordvehicles.com  
Silver, Animation, Super Duty Launch Module  
Silver, Microsite, Super Duty Launch Module



**2004 Internet Advertising Competition [IAC]**  
Ford Super Duty Launch Microsite:  
*Best Automobile Microsite/Landing Page*  
Ford Super Duty Roadblock Ad:  
*Outstanding Rich Media Online Ad*  
Ford Super Duty Launch Campaign:  
*Outstanding Rich Media Online Campaign*



**Macromedia Site of the Day**,  
October 9, 2004: Super Duty "Sightings"



**Cannes Lions 51st Advertising Festival** Shortlist,  
June 2004: Automotive Category  
Product: Ford F-150  
Title: F-150 Launch Module



**2004 Clios**  
Shortlist, June 2004  
Entry Type: Internet Advertising  
Category: Consumer-Targeted Site  
Product: Ford F-150  
Title: F-150 Launch Module



**The One Show**  
2004 One Show Interactive Finalist,  
2004 F-150 Launch Module



**2004 SXSW Web Awards Finalist**, Streaming Category,  
F-150 Launch Module



**2003 Internet Advertising Competition [IAC]**  
F-150 Launch Micro Site:  
*Outstanding Website WebAward*  
F-150 Truck of the Year:  
*Outstanding Website WebAward*  
F-150 Launch Advertising:  
*Outstanding Website WebAward*  
Ford Five Hundred Reveal Site:  
*Outstanding Website WebAward*



**2003 International Automotive Advertising Awards [IAAA]**  
Silver, Interactive Category, F-150 Launch Module



**Favourite Website Awards**, Sept 2003  
Automotive/Vehicles Category



**Macromedia Site of the Day**,  
Sept 2003 F-150 Launch Module



**N.Y. Print and Interactive Awards**, Silver, 1999