

Brian Loube
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I am a creative, entrepreneurial leader, with deep experience in both content and advertising. I have a proven track record designing profitable products and lowering development costs, managing P&L for business units of up to 40 people and project budgets up to \$5 million. My goal is to spearhead production of magical experiences that delight audiences and move them to action.

Partner - Managing Director, Digital Pulp

4/12 - Present

Manage all creative and technical production, operations and development process for boutique digital agency.

Co-Founder, LanguangeEase LLC

1/07 - Present

Invented product concept for fast, affordable Mandarin Chinese language video lessons. Developed content and marketing plan.

General Manager - Internet, Mom365

6/07 - 12/11

Manage Web strategy, development and operations for social networking, media and e-commerce website for moms.

Director - AIM & Social Media, AOL

10/03 - 2/07

Managed production and creative development for partnerships to develop initiatives for AIM and Community on AOL.

Executive Producer - Interactive, Imaginary Forces

8/02 - 10/03

Set business and creative goals for new interactive division of bi-coastal design company. Managed participation in World Trade Center redesign and developed cool software for IBM.

CEO, Artifactor Inc.

5/99 - 06/01

Architected strategy to develop realistic interactive characters for social applications. Recruited team, built animation simulations, financial models, business plan and equity offering documents.

Executive Producer, Sesame Street Online

12/97 - 11/98

Recruited and managed new development staff to create first major Sesame Street digital media platform. Honed process and sparked development of robust educational experiences.

Executive Producer, R/GA Interactive

8/92 - 11/96

Founding manager of R/GA Interactive. Managed development of games and advertising, oversaw P&L and directed production.

Macintosh Production Manager, R/GA

8/89 - 7/92

Produced first fully Macintosh-animated commercials ever aired on TV. Increased profitability integrating Mac throughout R/GA.

Motion Graphic Cinematographer, Various Studios

6/86 - 7/89

Created special effects animation for feature films and TV ads.

Speaker/Teacher

Speaker: NYU ITP, Apple Center NY, MacWorld, AIGA, Kagan Interactive Adv., Computer Graphics for Design, Serious Games
Teacher: School of Visual Arts, Digital Animation

Education

New York University - BFA, 1986, University Scholar: 1982-86

Sample Projects

Understood.org 2014

RESPONSIVE WEB

Led development of personalized educational resource and community for parents of kids with learning and attention issues.

Language-Ease.com 2011

STRATEGY & DESIGN

Developed SEO-friendly travel tips site to market Chinese lesson product.

Mom365 1-Click Registration Technology 2009

STRATEGY

Created concept for seamless database-driven direct response programs.

AOL Social Media Campaign 2006

STRATEGY & DESIGN

Developed strategy & communications to pitch AIM social media products.

AOL Web Strategy Prototypes 2004

STRATEGY & DESIGN

Creative directed prototypes envisioning future 'smart portal' features.

AOL Games Redesign 2003

WEB

Experience directed new Games channel and show "Inside the Game."

World Trade Center Redesign 2002

EXPERIENCE DESIGN

Produced communications strategy and multimedia presentations for United Architects' innovative design to rebuild Ground Zero.

IBM Design Screensavers 1995 | 2003

SOFTWARE

Produced classic Eye-Bee-M and award-winning ThinkPad screensavers.

Management Consultant 1998 - 2002

WEB

Strategy and production direction for companies such as **BabyCenter, Hallmark/Crayola, Wunderman, ibeauty** and **e-Shrinks.com**.

Corporate Solutions 1992 - 1996

WEB

Design, information architecture, Web and technology development for clients including **IBM, AT&T, Lucent Technologies, Nabisco, NCR, Prudential Securities, Liberty Mutual** and **Paper Direct**.

Tickle-Me Elmo Online 1998

WEB

Developed Sesame Street's first autonomous character for the Web.

Stickerworld.org 1998

WEB

Sesame Workshop's kids' social network with virtual economy of stickers.

The Robot Club 1996

CD-ROM

Educational game aimed at teaching logic and problem solving; kids get to build robots and program them. [SouthPeak Interactive]

NetWits 1996

WEB

Multi-player nightly game show on MSN with animated, interactive character host and real world prizes. [Microsoft]

Barbie Makeover Magic 1996

SOFTWARE

Real-time particle system modeling allows girls to style Barbie's hair.

Gearheads 1995

CD-ROM

Innovative arcade action game featuring original characters, developed for international release on Mac and Windows. [Philips Media]

Band Aids Web Site 1994

WEB

First aid facts and design-your-own fun. [Johnson & Johnson]

Chrysler Interactive TV Program 1992

ITV

Time Warner's very first interactive TV trials in Orlando. [Bozell]

Levis Retail Kiosks and Web Site 1992

SOFTWARE

Levis' first Web site and stylish kiosks for nationwide stores. [FCB]

Flintstones/Jetsons Timewarp 1991

CD-ROM

Zany interactive cartoon for bleeding edge CD-I platform. [Philips Media]

Pepsi/Nintendo Gameboy Introduction 1990

TV

Mac-animated Pepsi spot simulating Super Mario game. [BBDO]

Reebok Videogames 1989

TV

First ever Mac-animated commercials to be broadcast on TV. [Chiat/Day]