

# MORGAN SCOTT BONAR

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## CREATIVE WEB DIRECTOR / INFORMATION ARCHITECT

Dynamic management professional with 12+ years' hands-on experience leading creative / technical projects and operations supporting web and multimedia development for entertainment and technology industries. Successful building and directing creative project teams in designing interactive digital media solutions and rich web applications per customer and business requirements. Highly effective leveraging key resources, relationships, marketing / executive communications, and emerging technologies to maximize brand awareness and growth. Experience in diagnosing and resolving technical / creative issues across the project lifecycle. Possess "get it done, done well" mentality that balances the importance of inspiring individuals and teams to perform, succeed, and drive profitability.

### CORE LEADERSHIP COMPETENCIES

- Interactive Multimedia Project Management
- Resource Planning & Execution
- User Database Administration
- Managing Creative Project Vision & Direction
- Software / Web Development
- Creative Process Improvements
- Project Lifecycle Management
- Team Leadership & Collaboration

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## PROFESSIONAL EXPERIENCE

### UPPER DECK COMPANY – San Diego, CA Project Manager – Web Entertainment

2003 – Present

Select to oversee creative website projects for a digital department supporting a leading global sports and entertainment trading card company. Supervise and train five-member team made up of Developers, Designers, Engineers, and QA personnel. Manage overall user experience for all digital projects. Accountable for entire project lifecycle from gathering requirements and defining project scopes to development, testing, and implementation. Track and manage a user database with more than 500,000 members.

#### Selected Highlights

- Delivered 1+ million page views monthly by directing creative project teams in collaboration with marketing and brand departments to design and implement innovative, functional websites for a large entertainment category.
- Created and managed a cross-functional development team of Designers, Software Engineers, and QA personnel to deliver high profile, high-volume complex web development projects per user requirements.
- Reduced development costs by leveraging vendor negotiations and process improvements to create software / multimedia applications in support of new and existing websites.
- Successfully translated creative designs into functional websites covering all aspects of the development process that included graphic design, software programming, and testing.

### WEBCARD TECHNOLOGIES – San Diego, CA Chief Creative Officer, Co-Founder

1999 – 2003

Oversaw operations for a new media startup company supporting creative development and launch of interactive multimedia applications for client organizations. Managed 28 direct / indirect reports. Leveraged key customer relationships to identify and secure new business opportunities.

**Selected Highlights**

- Built and managed a creative department from the ground up to develop and deliver media content utilizing proprietary technologies Data Net Agent (DNA) / Data Relay System (DRS).
- Led major project initiatives to design and market multimedia products that included interactive automobile user manuals (Kia Motors), an interactive CD-ROM press kit (Universal Pictures), pre-paid internet cards (Sprint), and recruitment presentations (San Diego City College).
- Recognized for starting and positioning a new media firm as the 12th fastest growing private company in San Diego (The San Diego Business Journal).

**THE LA JOLLA GROUP – San Diego, CA****1998 – 1999****Senior Multimedia Designer**

Oversaw design and development efforts for an agency specializing in producing interactive multimedia technologies. Managed a creative team supporting the development and implementation of CD-ROM based interactive presentations, websites, and custom software solutions.

**Selected Highlights**

- Planned and coordinated project requirements to design and deliver a new currency interactive training CD for the U.S. Federal Reserve Bank.
- Oversaw interactive programming, design, and integration efforts as part of creating interactive / touch-screen kiosk presentations and a website for client organizations.

**IMAGIX STUDIOS – San Diego, CA****1996 – 1998****Multimedia Designer**

Played key role as part of a creative team that conceptualized and created interactive multimedia presentations. Provided technical support for entertainment and educational CD-ROM projects.

**Selected Highlights**

- Provided creative direction and technical project support to develop and produce CD-ROM press kits for well-known movies that included "George of the Jungle" / "Tomorrow Never Dies."
- Tracked and managed all aspects of the project from inception to final CD-ROM testing / implementation supporting simulated math / science modules and interactive presentations for key customers (McGraw/Hill Corp. / Qualcomm Inc.).

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**EDUCATION**

- **B.A. in Computer Graphic Design**, Pennsylvania State University, State College, PA
- **Project Management Certification**, University of California, San Diego, CA (Fall 2009)
- **Certification: Interactive Media**, Platt College, San Diego, CA

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**TECHNICAL PROFICIENCIES**

**Graphic Design:** PhotoShop, Illustrator, Adobe InDesign **Web Development:** Flash/ActionScript, AJAX, XHTML, CSS, JavaScript, LAMP (Linux, Apache, MySQL, PHP), Microsoft .NET, Adobe Director, CMS systems (WordPress, Joomla!) **Project Management/Production:** Microsoft Office (Word, Excel, Outlook, etc.), Microsoft Project, Microsoft Visio