

Brian Loube
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I am a creative, strategic leader with extensive experiencing in both content and advertising. I have a proven track record increasing productivity and lowering development costs, with P&L responsibility over business units of up to 35 people and project budgets up to \$2 million. My goal is to spark development of inventive experiences designed to engage, delight and captivate.

General Manager - Internet, Our365

6/07 - Present

Manage Web strategy, development, P&L and operations for family-focused social networking site, representing newborn photography company affiliated with 90% of US birthing hospitals.

Director - AIM & Social Media, AOL

10/03 - 2/07

Managed production and creative development for partnerships with advertisers and others to develop initiatives for AIM, AIM Pages, and Community on AOL. Key contributor to strategy for AOL's transformation from subscription to advertising business.

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 and capital plan to develop realistic interactive characters for mass market community applications. Recruited team, built motion-capture animation demo, created financial models, business plan and equity offering documents.

Executive Producer, Sesame Workshop Online

12/97 - 11/98

Recruited and managed a 27-person development staff to create new Sesame Street media platform. Honed process and sparked development of robust Sesame Street experiences.

Executive Producer, R/GA Interactive

8/92 - 11/96

Founding manager of R/GA's venture to produce interactive entertainment and advertising. Managed creative development and guided production of original games, CD-ROMs and advertising programs. Oversaw P&L and directed all production.

Macintosh Production Manager, R/Greenberg Associates

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. SFX animation for *Star Trek V*, Nintendo, P&G, Coke and more.

Speaker/Teacher

Speaker: New York University, Apple Center NY, Paul Kagan Interactive Advertising Conference, Computer Graphics for Design, AIGA Philadelphia, MacWorld, Serious Games Conf.
Teacher: School of Visual Arts, Digital Animation

Education

New York University - BFA, 1986, University Scholar: 1982-86
Major: Film/Art History | Hosted WNYU art music show 1982-86

Sample Projects

Corporate Solutions

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**.

Management Consultant

WEB

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

AOL Social Media Communications 2006

STRATEGY & DESIGN

Developed strategy & materials to pitch AOL's Social Media initiatives.

AOL Web Strategy Prototypes 2004

STRATEGY & DESIGN

Developed ideas & prototypes envisioning AOL's first Open Web strategy.

AOL Games Redesign 2003

WEB

Experience director for new Web versions of AOL's Casual Games and Video Games channels, including the original 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 Animation Screensavers 1995 | 2003

SOFTWARE

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

Tickle-Me Elmo Online 1998

WEB

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

Stickerworld.org 1998

WEB

Sesame Workshop's virtual sticker collection social network, a kid-friendly Web 2.0 precursor.

The Robot Club 1996

CD-ROM

Educational game aimed at teaching logic and problem solving; lets kids build robots and program them. Published by SouthPeak Interactive.

NetWits 1996

WEB

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

Barbie Makeover Magic 1996

SOFTWARE

Real-time extruded particle system modeling allows young girls to style Barbie's hair. Technology module produced for Mattel Media.

Gearheads 1995

CD-ROM

Innovative arcade action game featuring 3D characters, developed for international release on Mac and Windows. Published by Philips Media.

Band Aids Web Site 1994

WEB

First aid and fun. Produced for Johnson & Johnson.

Campbell Soup Company Web Site 1994

WEB

Cozy soup and recipe database. Produced for FCB/LKP.

Chrysler Interactive TV Program 1992

ITV

Time Warner's very first ITV test in Orlando. Produced for Bozell.

Levis Retail Kiosks and Web Site 1992

SOFTWARE

Levis' first Web site, and stylish catalog kiosks for nationwide stores. Produced for Foote, Cone & Belding.

Flintstones/Jetsons Timewarp 1991

CD-ROM

Wacky interactive cartoon featuring original character animation. Produced for Philips Media on their bleeding edge CD-I platform.

Pepsi/Nintendo Gameboy Introduction 1990

Director

TV

Mac-animated Pepsi spot simulating Nintendo's Super Mario game. Produced for BBD&O.

Reebok Kids 1989

Technical Director

TV

Videogame-style spots for Reebok - the first ever Mac-animated commercials to be broadcast on TV. Produced for Chiat/Dav/Moin