

SKILLS

	1%	100%
Motion Design	● ● ● ● ○	
Graphic Design	● ● ● ● ●	
Illustration	● ● ● ● ●	
Photography	● ● ● ● ○	
Website Design	● ● ● ● ●	
UI/UX Design	● ● ● ● ○	
App Design	● ● ● ● ●	
Package Design	● ● ● ● ●	
Branding	● ● ● ● ●	
Sound Design	● ● ● ● ●	
Soundtracks	● ● ● ● ●	

SOFTWARE

Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●
InDesign	● ● ● ● ○
FinalCut Pro	● ● ● ● ○
Figma	● ● ● ● ○
Dreamweaver	● ● ● ● ○
AfterEffects	● ● ● ● ○
Flash	● ● ● ● ○
XD	● ● ● ○ ○
AutoCad	● ● ● ○ ○
Fusion360	● ● ● ○ ○

PROFICIENCIES

Project Planning	● ● ● ● ●
Strategic Planning	● ● ● ● ●
Consulting	● ● ● ● ●
Systems Analysis	● ● ● ● ○
Competitive Analysis	● ● ● ● ●
Usability Testing	● ● ● ● ●
Requirements Analysis	● ● ● ● ●
Project Management	● ● ● ● ●
Concept Development	● ● ● ● ●
Methodology Development	● ● ● ● ●

EDUCATION

B.F.A School of Visual Arts

FIT Fashion Marketing

Certificate of Appreciation
Master of Teaching Sydney
University - 2016 / Master
Candidate Mentoring

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Portfolio Website:
<https://dfludd.works/>

WORK HISTORY

- 2004-26** ▼ Sight-Sound-Visions incorporated 2004 — Present
Derrick Fludd who serves as acting director created Sight-Sound-Visions Inc. The company focuses on web design, web hosting, graphic design, branding, presentation design, illustration and web application development.
- 2026** ▼ **Handshake** 2D and video editing training for AI systems writing and completing tasks and rubrics.
- 2023-26** ▼ Logo design, package design, graphic design and illustration for Art Secret brush company Pingshan Shenzhen and South Korea.
- 2018-23** ▼ 2018 Co-founder KH Kloe Housewares Shenzhen company focus on decorative items for homes, hotels, restaurants.
- OTHER ACCOMPLISHMENTS:**
- 2008** ▼ Web site development & design for McGraw-Hill Digital Higher Education.
- 2004** ▼ Web site development for Ansaldobreda Inc. Design & build.
- 2004** ▼ Web site development for SendWordNow communications and application re-design. Other responsibilities included questionnaires and interviews of stakeholders, current web site and application analysis. Competitive analysis and conclusions report, storyboards for demo development, flash and HTML demos, scripting, information architecture, illustration, and copy writing.
- 2003** ▼ Website development for Stockton Partners Inc. design implementation and hosting.
- 2003** ▼ Competitive analysis for Dega Systems application comparison for project management software portal building software, e-learning platforms.
- 2002** ▼ Website development for Takehiro Murao Architectural design; design implementation and hosting.
- 2000-01** **SENIOR ART DIRECTOR/CREATIVE DIRECTOR CAP GEMINI ERNTS & YOUNG**
- ▼ **CLIENT | Farmers Insurance**
Creative direction for corporate web re-design responsibilities included project management led team of 25 consultants, programmers, designers, and business analyst. Developed interview questionnaires, and screeners for interviewing clients, and insurance agent's representatives. Coordinated interviews to be held in three different states over a period of three days. The entire project was to be executed and delivered within 3 months on a budget of 1.6 million Due to prior commitments Farmers Insurance had made. We delivered the project on time and on budget.
- ▼ **CLIENT | Dataraid**
Creative directions for corporate web re-design; responsibilities included: software re-design of decision tool application, user interface reconstruction. Participation in Ernst & Young's (ASE) Accelerated Solutions Environment twelve hour session. Coordinated and conducted usability testing session in conjunction with DG branding incorporated.
- ▼ **CLIENT | American Express**
Worked with four-person team to refine and implement corporate initiatives workshop for vice president's. The goal here was to develop a game that would be played by the vice president's of American Express business units. The game would enable these individuals to develop new initiatives for their consumer base under each business unit. By using real world scenarios and budgets this initiative gave them a chance to forecast returns on investment based on consumer trends.
- ▼ **CLIENT | JP Morgan**
Consultation and analysis of JP Morgan trust intranet and employee extranet. Responsible for: Initial client meeting analysis documentation, budget drafting a proposal and timelines.

1999-00 CREATIVE DIRECTOR FOR U.S. NEW MEDIA

CLIENT | Canon Inc. USA

Creative directions for Canon USA multimedia division lead a team of eighteen persons to design and execute all of Canon USA online initiatives. Responsibilities included. Budgeting, scheduling, division meetings, weekly status reports and creative implementation.

OTHER FREELANCE WORK

Freelance Art Director /Madison Square Garden
 Art Direction for 4 fold postcard for spring line / The Floodline
 Art Direction for 16 page catalog for fall line / The Floodline
 Assoc. Art Direction for IBM back to school / Einson Freeman
 Assoc. Art Direction for Columbia House Records / Shasho Jones Direct
 Presentation production for Bloomingdales /Ambrosi NY
 Music composition for big bear 30 sec. Commercial spot / KSK Visuals
 Art Direction Corporate ID logo design & promotional postcard Campaign / Showdigital
 Aerosoles package presentation /SFI
 Art Direction Logo designs for Park Davis-Pfizer Pharmaceutical / Imero Fiorenteno inc.

ADDITIONAL WORK HISTORY

2012 -18	English Teacher IBS (International Business School) Zhuhai
2012 -13	English Teacher TPR Zhuhai
2012	English Tutor Zhuhai Joyful English Training Center
2012	Primary School English Zhongshan TPR English School
2010	Fuyang Middle School English Teacher 8th Grade.
2008-09	Business English Teacher New World Training Center Shanghai China
2008	English Teacher Pattison English School Shenyang China
2008	English Teacher I-Web Shenyang China
1993-96	Exhibition installation /Studio Museum in Harlem
1987-88	Music Director for /Dancing Hands Performance Group
1986-87	Alumni instruction for lithography /School of Visual Arts
1985-92	Director of framing restoration dept. expertise in print Authenticity/ Ronin Gallery
1990-94	Co-founder Tribeca Arts school for painting and drawing

AWARDS

2007	Editors Choice Award The International Library of Poetry
2007	Poet Fellow Award Noble House London 2007
2001	Cap Gemini Ernst & Young Award of Excellence
1991	Poet of Merit award American poet Society
1990	Poet of merit award American Assoc. of Poetry
1985	Print award School of Visual Arts
1984	Print award School of Visual Arts

LECTURES

1997	Lecture Panel-Abstract Art at the end of the Century The Arts Students League, New York.
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OTHER SELECTED PUBLICATIONS

Poet Fellow Noble House London 2007
 American poet Society Audio collection selected poets 2007,
 Editors Choice Award The International Library of Poetry 2007
 Rappelez-vous by Derrick Fludd 2006 82 pages paperback
 The Best Poems and Poets of 2004 The International Library of Poetry,
 International Society of Poetry Anthology 2004,
 American poet Society Audio collection selected poets 2003,
 Noble House London Poetry Anthology 2003,
 American Poetry Anthology 1989,
 Best New Poets of 1989,

1991 The Still Good Hand of God by Michael Gellert
 Fine Art Works of Derrick Fludd Selected works from 1983-1996 550 pages,
 Business Tools & Techniques Student's book second edition 296 pages ISBN:978-163315154-3
 Business Tools & Techniques Teacher's book second edition 377 pages ISBN:978-163535535-2
 The International Who's Who in Poetry Published by the International Library of Poetry 2003
 Living & Learning Abroad by Derrick Fludd Level 1 Student's book first edition 146 pages
 Living & Learning Abroad by Derrick Fludd Level 1 Teacher's book first edition 330 pages
 Living & Learning Abroad by Derrick Fludd Level 3 Student's book first edition 196 pages
 Living & Learning Abroad by Derrick Fludd Level 3 Student's book first edition 372 pages