

John Gnotek

Interactive Designer

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Summary

I'm currently seeking a creative position with a company, firm, agency, team or one-man band where my creative experiences and talents may be exploited and utilized, but where I will continue to learn and where my experience and talents will be challenged, stretched and synthesized.

Experience

Creator / Designer / HTML/CSS / UX/UI / SEO / Marketing at The Gallery of the Arts

January 2010 - Present (2 years 9 months)

- Conceived, designed and built this search engine friendly virtual art gallery.
- Developed relationships with a wide variety of artists, creating galleries for each, currently about 35 artists, with dozens in wait.
- * Devised the content, the individual artwork, to be easily accessible from multiple ways of searching.
- Conceived, designed and built "Detroit Rock N' Fashion: A Virtual Art Exhibit," a dynamic, multimedia, interactive, virtual art exhibit to promote The Gallery.
 - www.DetroitRockNFashion.com
 - 25-Minute presentation, viewable projected on a wall, or HDTV, or interactively on a website, computer, or pad.
 - Designed to drop-n-play on any co-host gallery website or computer for split commissions, thus can be marketed to galleries worldwide.
 - Eight artists from The Gallery of the Arts—involved in Detroit rock and/or Detroit fashion.
 - 160 Works of art.
 - Driven by 14 songs from eight Detroit bands these artists are directly involved with.
 - 300 Photos from 40 photographers.
 - Acquired permissions and developed relationships with a network of artists, musicians, labels, photographers and other creatives.
- HTML, CSS hand-coding, and quite valid.
- Very SEO-strong, with most all the artist's galleries ranking page 1 when searching by artist name. Keywords such as "virtual fine arts," "virtual fine art gallery," "gallery art," also come in on page 1 or 2, as well as others. Poised for very competitive keywords to rank high with time.
- Website design, UI, UX.
- Logo design, based on the "golden ratio," setting precedence for other graphic and layout aspects.
- Social media presence, marketing and interaction.
- Fulfillment and customer support.

Co-Creator / Co-Host / Producer at Detroit Rock N' Fashion: A Live Web TV Show

January 2012 - July 2012 (7 months)

- Co-conceived, co-hosted and produced this twice-monthly live Web TV show.
- Participated in roundtable brainstorming sessions to design and craft each show.
- Sought out and managed show guests: musicians, artists, models, fashion designers and coordinators.
- Designed and maintained show website.
- Designed show posters.
- Initiated and maintained a steady social media marketing presence.

Co-Creator / Co-Host / Producer at Chizzy CAM - Charity+Art+Music

September 2011 - December 2011 (4 months)

- Co-conceived, co-hosted and produced this weekly, live Web TV show.
- Participated in roundtable brainstorming sessions to design and craft each a thematic show.
- Sought out, pursued and managed show guests: charities, artists, musicians.
- Designed and maintained show website.
- Designed show posters.
- Initiated and maintained a steady social media marketing presence.

Interactive Designer, Website Designer, Creative Director, UX/UI, SEO, Interactive Storyteller at CyberAlley ~ New Media

April 1995 - December 2009 (14 years 9 months)

- Conceived, designed and produced websites, interactive CD-ROMs.
- Conceived and developed concepts in interactive storytelling, interactive movies, interactive video, interactive instruction and interactive guides.
- * Conceived, designed and developed numerous interactive components for Holley Performance Products' website allowing consumers to find exact match products for their application.
- * Conceived, designed and developed numerous interactive media kits.
- Co-conceived and co-produced a mockup for a Chevy Dealers media generator, instantly generating, ordering, and fulfilling personalized, agency-designed marketing materials.
- Search engine optimization, with lots and lots of Page 1 success! Holley's website alone accounted for successful SEO of several product lines, dozens of brands, hundreds of products, and 10s of thousands of SKUs.
- UI/UX, interactive architecture design on websites, CD-ROMS, DVDs, interactive storytelling.
- Graphic design, logo design, corporate ID, collateral materials, copywriting and editing.
- Photography, retouching, imaging.
- Video scripting, shooting and editing, including producing, and interviewing.
- * Brand/product development, marketing and advertising.
- Account management and project management for such clients as Holley Performance Products, BASF Automotive, Mascotech, US Trailer Company, Electro-Matic Products, Follmer Rudzewicz & Co., P.C., as well as non-profits such as Brighton Art Guild, and Automotive Public Relations Council.

“Dream Team” Service Planning Member / Videographer / Webmaster at The River Community Church

June 2004 - April 2007 (2 years 11 months)

- Participated with a nine-member team to brainstorm common-thread elements for dynamic and artistic weekly church services: secular music, videos, dramas, art elements, interviews, “my-stories,” audience participation, worship music.
 - Initiated, wrote, directed and edited many of the video elements: “man-on-the-street” interviews, personal interviews, music videos, promo videos.
 - Directed live video during special event services (Christmas, Easter).
 - Restructured, redesigned and maintained the website.
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Skills & Expertise

Visionary Thinking

Creative Direction

Arts

Graphic Design

Typography

Color Theory

Design Principles

Identity Systems

Digital Media

Digital Entertainment

Interactive Entertainment

Web Design

Logo Design

Corporate Identity

Logo Development

Visual Storytelling

Identity Creation

Creative Communication

Alternative Media

Screenwriting

Human-computer Interaction

Multimedia Storytelling

Interactive Storytelling

User Experience

User Interface Design

Interactive Movies

Interactive Design

Live Web TV Producer

Infographics

Interviews

Education

University of Michigan

Film & Video, 2001 - 2003

Grade: 3.0/4.0

Oakland Community College

Associates, Liberal Arts and Sciences/Liberal Studies, 1998 - 2001

Grade: 3.9/4.0

Activities and Societies: Phi Theta Kappa Honor Society, Dean's List

Interests

family, creativity, website design, UX, UI, interactivity, interactive design, interactive storytelling, interactive screenwriting, screenwriting, live Web TV, graphic design, writing, photography, imaging, Photoshop, film, video, multimedia, interactive movies, Detroit, music, psychology, human interaction, travel, culture, people, God, truth, science, cosmology, astronomy, philosophy, brainstorming, art.

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[Contact John on LinkedIn](#)