

Saadi Howell

Art Direction+Motion/UI

11511 Moorpark st. unit 8

Studio City, CA 91602

c 818 259 2636

e idaas@bigday.la

## WORK EXPERIENCE

### User Interface

#### **BMW Group Designworks USA / Senior UI Designer // 2011 - Present**

/. Designed and developed user interfaces for BMW Wallbox Electric Wall Charger, BMW i8 Production Gauge Cluster, BMW 2011 Connected Drive, i3 and i8 show cars.

//. Worked abroad for 9 months assisting in coordination of global design teams.

#### **Apple iMovie 2011 / Senior Designer and Concepting // 2009**

Developed concept for Sports Graphics skin of user movies in Apple iMovie 2011

#### **Julie Toy Photography / Website Designer // 2005**

Designed website for lifestyle photographer Julie Toy.

#### **Beer Pager / E-Commerce Website Designer // 2006**

Designed E-Commerce site for Beer Pager novelty gift.

#### **Nokia / Brand and User Interface Design // 2004 - 2005**

/. Developed product branding and interfaces for N-Series, PC-Suite, and their youth oriented brand N-Gage.

//. **NOTABLE PROJECT/ Exhibit and media design of visual graphics that were projected on 360° dome of Nokia's 2004 N-Gage E3 exhibit.**

### Ad

#### **TBWA Chiat / Senior Designer and Animator // Nissan Leaf // 2009**

Designed and animated initial pitch that led to Nissan's approval of expanded media campaign for Nissan Leaf

#### **TBWA Chiat / Senior Designer // Lucky Brand Jeans // 2008**

Designed album art for Lucky Brand Jeans Rebrand Sales Pitch that won Chiat the account

#### **Wieden Kennedy / Designer / AiwaWorld // 2003**

Designed Webmercials and interface navigation for SONY's AiwaWorld website

Saadi Howell

Art Direction+Motion/UI

11511 Moorpark st. unit 8

Studio City, CA 91602

c 818 259 2636

e idaas@bigday.la

## WORK EXPERIENCE

### Motion

**Mercedes Benz / Senior Designer and Animator // Auto Show Exhibit 2008**

Designed media wall graphics for Mercedes Benz 2008 Travelling Auto Show Exhibit

**Nicktoons Rebrand / Art Direction and Concepting // 2010**

Art Directed and Concepted the expanded branding campaign of Idents, Bumpers and Promos for Nicktoons Rebrand

**Time Warner Cable / Senior Designer and Animator // 2008**

Designed the look and animated elements for Time Warner Cable Commercial Campaign

**Eagle Eye Feature Film / Senior Designer and Animator // 2008**

Designed and animated interfaces and ARRIA visions for the Eagle Eye Feature

**Samsung Times Square / Designer // 2007**

Designed Samsung brand movie for Times Square JumboTron

**ESPN Monday Night Football / Designer and Animator // 2006**

Designed interfaces and information graphics that established the look of ESPN Monday Night Football

**Z-Trip Coachella Concert / Senior Designer and Animator // 2010**

Designed and animated backgrounds for Z-Trips Coachella 2010 concert

**Van's Shoes Commercials / Designer and Animator // 2004**

Designed and animated youth oriented skate commercials for Van's shoes.

## AWARDS

**BDA Gold Award // 2010**

2009 Nicktoons Rebrand

**ADC YOUNG GUNS 4 // 2005**

Wieden Kennedy Tokyo / AiwaWorld

**One Show ( Silver Award) // 2005**

Wieden Kennedy Tokyo / AiwaWorld

## EDUCATION

1999 - 2003

Art Center College of Design (BFA Graphic Design / Interactive & Motion focus)