

Todd Tibbetts

www.HappyAwesome.com

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I am currently helping to build a new digital division focused on software creation, digital video, media distribution and original content programming at one of the largest media companies in America, Sinclair Broadcast Group.



Experience

Sinclair Broadcast Group

Director of Product. Seattle, 2014 to Present

- Began as UX Director, promoted after one year
- Manage team of product managers and designers
- Lead product planning, strategy and competitive analysis
- Establish backlog and pipeline
- Make product decisions based on analytics, industry data and other facts
- Create sprint stories for designers and developers
- Lead streaming video, OTT, mobile and content management projects
- Our team has onboarded over 65 TV stations to our homegrown CMS
- Coordinate with content creators, show runners, producers and writers
- Launch new properties including TV shows, stations and segments

ARO.com

Creative Director. Seattle, 2009 to 2014

- Manage internal design and UX teams
- Manage external freelancers and agencies
- Lead product planning initiatives with devs, QA, marketing and ownership
- Produce, direct and edit video and animation projects
- Create and deliver presentations
- Asset production with Illustrator and Photoshop
- Launch apps for iOS, Android, Windows8, Windows Phone and Kindle
- Formerly called Kiha Mobile

Aquent Studios

Managing Director. Seattle, 2007 to 2009

- Pitch and sign new clients
- Develop SOWs, project plans and resource allocation
- Managed teams of designers, videographers and editorial staff
- Coordinated projects with numerous global offices
- Trained other staff from various offices
- Clients included: Microsoft, Target, Capital One, T-Mobile and Proctor & Gamble

The Lux Group

President & Founder. Seattle, 2001 to 2007

- Founded and lead this 35-person design and development agency
- Landed new work and developed SOWs
- Mentored teams and cultivated company culture
- Completed production tasks building websites and videos
- Opened small London office
- Clients included: Microsoft, AOL, Safeco, T-Mobile, Washington State and Boeing

The Mountain Zone

President & Founder. Seattle, 1996 to 2000

- Established business model/strategy and grew company to over 100 employees
- Developed programming strategy to achieve award-winning mix of content, community and commerce
- Managed internal initiatives to build a CMS, ad engine and ecommerce tools
- Shot video, edited photos, wrote articles, carried gear up mountains
- Orchestrated live satellite-to-web coverage of multiple Mt. Everest expeditions
- Pioneered sports coverage for the web before the age of broadband
- Partnered with ESPN, Vans Shoes and Warren Miller Entertainment
- Sold to a public company

Freerange Media

Creative Director. Seattle, 1994 to 1996

- One of the first web design shops in the northwest
- Created first-ever websites for NFL, CBS, The Bay Watch TV show
- Coded HTML
- Designed assets and illustrations for websites and printed collateral
- Developed processes and procedures in early days of the industry

Whole Earth Catalog

Designer. San Francisco, 1992 to 1994

- Layout design for large format catalog and quarterly magazine
- Designed and produced the organization's first website
- Photographed product items as well as employees and authors
- Created illustrations and diagrams for articles
- Completed projects with sister company WELL.com

3M Health Info Systems

Designer. Connecticut, 1990 to 1992

- Coordinated investor and client slideshow presentations
- Designed desktop publishing projects for manuals and guidebooks
- Created diagrams and illustrations
- Provided ASCII reports to US Congress via private online newsgroup
- Became proficient with FTP, Telnet, email, SGML, troff, and vi before most people had heard of the Internet

Skills

Management

Creative team management, employee hiring and review, business planning, proposal and project plan creation, budgeting, entrepreneurial know-how

Production Skills

Wireframe creation, photography, mobile UI design, Photoshop, Illustrator, Premiere, AfterEffects, Powerpoint, Keynote, Office, Evernote, videography

Education

Central Connecticut State University 1992

Master of Educational Technology & Media

Ithaca College 1990

Bachelor of English & Writing

Volunteer

911 Media Arts Center *Teacher 1995-2007, Board of Trustees President '07*

For over 20 years, 911 Media has provided support to digital media artists. During my tenure, the board worked on fundraising, hiring staff and an executive director, supporting educational workshop programming and assisting in gallery exhibitions and screenings.

Portfolio

View my creative portfolio at www.HappyAwesome.com.

Hobbies

Family, friends, bicycling, snowboarding, illustration, photography.