

ISAAC

VIEL

DIGITAL STRATEGIST
ART DIRECTOR
PRODUCER



Work I've Done Lately

+ Allen Hall Advertising *Client: TalkUO*

Transformed Talk from a great idea with little execution to a profound idea with tangible evidence. United a diverse academic community through the sharing of personal stories. Served as a logistical mastermind. Combined solid problem-solving abilities with strong lighting, camera work, and editing skills [youtube.com/talkuo](https://www.youtube.com/talkuo)

+ Office of Admissions at the University of Oregon

Used creative thinking and a voracious appetite for new methodologies, technology, and design to boost the university's brand identity and recruit prospective students. Crafted iconic visuals for each UO academic program. Conceived, designed, directed, shot and edited promotional movies for future students and parents to visualize life on campus. Implemented new strategies for online media and brand interaction. The results: my movies, photography, and designs are seen by thousands monthly, directly increasing UO recruitment. admissions.uoregon.edu

+ The Torch newspaper *Editor in Chief*

Took a campus newspaper from less-than-relevant to visible, viable, and bold. Created an active online presence, crafted a fresh look, increased readership, improved brand loyalty and trust. Produced and assigned content that was local and representative of the real people who make up LCC. Earned more than 20 awards in nearly every category including first place for general excellence. lctorch.com

A diverse past:

- + Freelance photographer — Books, Magazine, Newspaper, Commercial
- + Graphic Designer — Kendall Automotive Group
- + Freelance Reporter — Eugene Register Guard
- + Certified Technician — Kendall Honda & Acura
- + Landscape Manager — Hoey Landscape

Loves

- + Serendipity
- + Idea books
- + Sketching and shading
- + Photography
- + Modern industrial design
- + Swiss typography
- + Letterpress revival
- + Racing minivans
- + Friendly user interfaces
- + Functional pottery
- + Long debates

Recognition

- + American Ad Federation 1st place Region 11: Client: State Farm Insurance
- + Over 20 awards from the Oregon Newspaper Publishers Association: Best Design, Best Photography and General Excellence
- + 2010 Scott Bedbury Scholar: Chosen to represent the University of Oregon at SxSW Interactive
- + Certificate of Excellence: University of Oregon Outstanding Student Employee

Reference

+ Deborah Morrison
Chambers Distinguished Professor of Advertising, University of Oregon
debmor@uoregon.edu
541.954.4872

Online

+ isaacviel.com
+ [flickr.com/sircoupe](https://www.flickr.com/photos/sircoupe/)
+ [vimeo.com/isaacviel](https://www.vimeo.com/isaacviel)
+ isaacviel.tumblr.com
+ [facebook.com/isaacviel](https://www.facebook.com/isaacviel)
+ isaacviel.carbonmade.com

Expertise

- + Mac OS and Windows
- + Adobe Creative Suite: Illustrator, Photoshop, InDesign, Dreamweaver, Premiere Pro, Bridge
- + Final Cut Studio: Final Cut Pro, Motion, Color, Compressor, Soundtrack Pro, Cinema Tools
- + Sketchup
- + Office
- + SoundSlides
- + Wordpress

Academics

- + University of Oregon B.S. Journalism / Advertising
Big moments: Green Brand Strategy, Designing for Media, History of Euro-African Relations
- + Lane Community College
Big moments: Introduction to Design, Ceramics (wheelthrowing), Photography and Printmaking

Contact

+ isaacviel@isaacviel.com
+ 1.541.556.4252
+ @isaacviel