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# debi lee mandel

## professional overview

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- \* Over twenty years of professional design, illustration, fine arts & writing experience
- \* Founding partner and managing director of highly respected DVD review website
- \* Noted pioneer of award-winning online design for Fortune 500 companies, including websites, banners, game interfaces, screensavers, and information architecture
- \* Fluent in a wide variety of design styles; author of over 100 reviews, articles; established copywriter/editor
- \* Extensive cross-cultural background (Britain, Europe, Middle East & North Africa)

## professional highlights (recent)

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- \* Featured Interview, *IMPRESS: Web Design Magazine*, a Korean publication
- \* *The Painter Wow! Books* (editions 4, 5, and 6), Peachpit Press
- \* Commission, *The Painter 6 Manual*, MetaCreations
- \* Guest Artist, campaign introducing Painter 6, MetaCreations
- \* Featured expert, *Web Design Studio Secrets*, IDG Books Worldwide
- \* Also profiled in:
  - + *Fractal Design Painter 5 Complete*, IDG Books Worldwide
  - + *Painter 5 Studio Secrets*, IDG Books Worldwide
- \* catsprite studios website finalist 4 times in 5 years, the Dotties (Northern California Web Awards)—Arts & Entertainment (catsprite.com)
- \* The Money Store website, winner, the Dotties—first in category, (lead designer, the moneystore.com)
- \* Honored as Fractal Design's "Artist of the Month"
- \* Participated in "Digipainting '97", an exhibition & symposium in Rome, Italy—awarded "Best of Show"
- \* Screensaver created for Duraflame named "Best Free Stuff Online" issue, *PC World Magazine*
- \* Work included in the 1997 calendar of AIDA : American Institute of Digital Artists
- \* Commission, Dainippon International, digital fine art print
- \* *Desktop Publisher's Journal*—featured artist article
- \* Digital work featured in *Painting with Computers*, Rockport Press
- \* Numerous One-, Two-Person & Group exhibitions in the US & abroad

## professional history

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- \* Freelance design & illustration, catsprite studios, 1987-present
- \* Founding Partner—Director of Creative Development, digitallyOBSESSED, 1999-present
- \* Creative Director, McKenna's Marketing, San Francisco, CA, 2000-present
- \* Founding Partner—Director of Creative Development, showdowns.com, 1999-2000
- \* Creative Director, Freestyle Software, Inc., San Francisco, CA, 1997-1999
- \* Lead Web Designer/Director, AMMG, Inc., Auburn, CA, 1995-1997

## interactive projects

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Concept and design of websites and online advertising, marketing, promotions, games and other interactive applications for companies such as: Disney, Sony, Intel, Coca-Cola, Warner Bros., SegaSoft, National Baseball Player's Association, Honda, Hyundai, Kawasaki, National Soccer Association, Paramount, Fox Sports, Jenny Craig, Comedy Central, EA Sports, Cox Communications, Track 'N Trail, InvestPrivate, DigitalThink, Convene eLearning, Toyota University, and many others (examples available at catsprite.com).

(+ denotes award-winning work)

- \*Sea-Trek.com—website (current)
- \*digitallyOBSESSED.com—website (current)
- \*showdowns.com—website (current)
- \*Autoconnect.com (now AutoTraders.com)—website (version 2)
- +Duraflame—website (versions 1-3)
- + The Money Store—website (version 1)
- + Saturn Cars—website (version 1)
- + PMA Virtual Trade Show—website (version 1)
- \* IST—CD-ROM-based training
- \* AMMG, Inc.
  - website (versions 1-4)
  - the Mayber-e's, a "websaga"
  - Citizen Kanine, a Shockwave "film short" created specifically for the web
  - various CD-ROM-based training interfaces
- \* Midas—website (version 1)
- \* State University of New York, "The Research Project"—CD-ROM-based training
- + Internet Macintosh Users Group—identity
- \* Intel
  - CD-ROM-based sales tool
  - Internet and Extranet
- \* Kaiser Permanente—educational kiosk
- \* ServiceMaster—website (version 2)
- \* KGO-TV (ABC - San Francisco) (version 2)
  - website (version 1)
  - CD-ROM based sales tool
- \* Clorox—computer-based sales presentation

## professional affiliations

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- \* Invited member of the Digitalists—an international movement of top digital artists for the promotion of digital fine art; at inception, 1997
- \* AIDA—American Institute of Digital Artists; since its founding, 1996