



karl@razorheadnyc.com

2/06 - Present	PUBLICIS KAPLAN THALER CREATIVE DIRECTOR Lyrica, Supervalu, Lipitor, U.S. Bank, Aflac, Celebrex	NY, NY
7/04 - 2/06	THE SPLINTER GROUP PARTNER City24/7, Monster Greetings, Replimatics, Mavi Jeans	NY, NY
4/02 - 7/04	TREEHOUSE ANIMATION CREATIVE DIRECTOR Lego Systems, Hi-C Blast, Foamblaster, Genio, Halls, Listerine, Schick, Trident, Efferdent, Medco, Warner Books	NY, NY
10/00 - 4/02	J. WALTER THOMPSON SENIOR ART DIRECTOR Trident, Listerine, Lipton Iced Tea, Roloids, Halls, Pfizer	NY, NY
2/00 - 10/00	DDB WORLDWIDE ART DIRECTOR Citizen, Compaq, Lockheed Martin, Dial, BestBuy.com	NY, NY
3/97 - 2/00	SAATCHI & SAATCHI ART DIRECTOR Tide, Cascade, Safeguard, Dreft, Delta Air Lines, Tylenol, Reynolds	NY, NY
5/95 - 3/97	DRAFT WORLDWIDE SENIOR ART DIRECTOR HBO, Partnership For A Drug-Free America, PaineWebber, Bausch & Lomb, Time Warner, Pharmacia & Upjohn, Inc.	NY, NY
3/92 - 1/95	GREY ENTERTAINMENT ART DIRECTOR The Goodwill Games, TBS Special Events, Atlanta Braves, National Geographic Explorer, ABC Television, Barbados Tourism, HarperCollins, People and In-Style Magazines	NY, NY
8/89 - 5/93	SCHOOL OF VISUAL ARTS BFA ADVERTISING / MINOR - GRAPHIC DESIGN Advertising, Graphic Communication, Computer Graphics, Typography, Photography, Drawing, Painting, Sculpture	NY, NY



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AWARDS

2012 Silver Pharma Choice Award - Ampyra "I Will: Walk On" Print
2006 Bronze Clio - LEGO Star Wars "Revenge of the Brick" Mini Movie
2003 Silver Effie - Listerine Mouthwash "Real Time" :30
2003 Bronze Effie - Halls Fruit Breezers "Kayak" :30
2001 Addy - Tide Newspaper
2000 Gold Effie - Tide "Point of Germ" Outdoor
2000 Saatchi & Saatchi - Nothing Is Impossible Award, Years best creative campaign
1993 School of Visual Arts "Top Ten" Mentor Show

PRESS

NBC's Today Show - Best Apps for 2013

<http://www.today.com/video/today/50560086>

Fast Company - Turning old phone booths into digital information hubs

<http://www.fastcoexist.com/1680716/turning-old-phone-booths-into-digital-information-hubs>

Mashable - NYC's dilapidated phone booths are getting a high-tech makeover

<http://mashable.com/2012/04/09/nyc-touchscreen-phone-booth/>

Google Enterprise Blog - Smarter Cities with City 24/7 and Google Places API

<http://googleenterprise.blogspot.com/2013/01/smarter-cities-with-city-247-and-google.html>

Cisco's "Internet of Everything" White Paper

<https://www.cisco.com/web/about/ac79/docs/innov/loE.pdf>

Fox News - Bye bye, pay phone: NYC to add Smart Screens to phone booths

<http://www.foxnews.com/tech/2012/04/09/bye-bye-phone-booths-nyc-to-replace-pay-phones-with-smart-screens/>

NBC News - NYC phone booths to turn into Smart Screen Stations

<http://www.nbcnewyork.com/news/local/NYC-Pay-Phone-Booths-Smart-Screen-Touch-Screen-Internet-146591825.html>

Washington Post Syndicated write up on City24/7

<http://citiwire.net/columns/big-smart-touch-screens-zing-data-to-from-neighborhoods/>