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//PROJECT HIGHLIGHTS

Archie Digital - 2015 – 2016

Client: Archie Comics

Partner: Madefire, Hoopla, Groupees, Google, Amazon, ComiXology, Random House, Apple, Barnes & Noble, Kobo, Threadless

Role: Product Lead, Creative Director

Project: Responsible for strategic planning, development, and day-to-day management of website, apps, and multimedia destinations. Lead digital publishing operations for archival, new, and original digital content. Initiated and maintained strategic relationships to drive business growth.

Marvel Unlimited Digital Comics Reader - 2014

Client: Marvel Digital Media Group

Partner: Chaotic Moon Studios, Firelight Technologies

Role: Product Lead, Creative Director

Project: The new Digital Comics Reader introduced Adaptive Audio; a pioneering storytelling feature that integrated non-lyrical audio and sound effects into the comic reading experience while preserving the readers control and reacting to the reader's pace and actions. The new Reader also included video support within the comic without interrupting the reading process, and an upgrade to Marvel's trademarked Smart Panel transitions with improved panel accuracy and animated transitions – all while providing the fans a much-improved reading experience.

Links: Review of Adaptive Audio from THE VERGE: <https://youtu.be/dbmeV4v1Eww>

Announcement of new features at SXSW14:

https://marvel.com/news/comics/22105/sxsw_2014_find_out_the_new_features_for_marvel_unlimited

Infinite Comics - 2014

Client: Marvel Comics Publishing

Partner: ComiXology

Role: Product Lead, Creative Consultant

Project: Infinite Comics are original, made-for-digital stories designed for on-screen reading. Rather than telling a story over a series of static pages Infinite Comics make use of the digital format with dynamic image transitions and effects while the user retains control over the reading experience. I was responsible for overseeing the product development of Infinite Comics; including establishing workflow, specifications and schedules, developing design and brand guidelines, and working with editors and creators to refine and improve the process, turning a periodic special feature into a sustainable, weekly series.

Links: Infinite Comics Announcement at SXSW:

<https://www.youtube.com/watch?v=qdhS1duP38A>

Zuda Comics – 2007 - 2010

Client: DC Comics

Partner: IBM, Achieve Internet, Motherland

Role: Product Lead, Creative Director, Editorial Director

Project: While with DC Comics I planned and launched Zuda Comics; an award-winning digital publishing imprint implementing open source solutions with community and social media platforms. I managed development and creative staff overseeing day-to-day technical and

editorial operations. I also developed an international portfolio review process for discovering and developing new writers and artists. Zuda Comics series have been nominated and/or won numerous awards including the prestigious Eisner Award, Harvey Awards, Glyph Awards, and recognition from the American Library Association.

Links: Promotional video: <https://vimeo.com/8828816>

LEGO Bionicle – 2001 - 2010

Client: LEGO

Partner: LEGO Kids Club

Role: Creative Director

Project: Running for a nearly a decade, the Bionicle series of custom comic books were a LEGO branded promotion based on their popular Bionicle toy line and distributed through the LEGO Kids Club. During my tenure as DC Comics' VP of Creative Services I oversaw the ongoing creation of this massively successful promotion.

DVF – 2008

Client: Diane Von Furstenberg

Partner: Vital Voices

Role: Editorial Director

Project: I was the editorial director of DVF, a branded promotion in support of a Wonder Woman inspired fashion collection by Diane Von Furstenberg. Artwork from the promotion was used throughout the collection and included a tabloid-sized magazine written by Diane Von Furstenberg and illustrated by contemporary Greek painter and multimedia artist Konstantin Kakaniyas. Proceeds went to Vital Voices, a non-governmental organization that empowers women to find inner strength on a global scale.

Links: Photos from the launch event for Diane Von Furstenberg's Wonder Woman line.

<http://www.zimbio.com/pictures/qQ5x9vFkLTZ/Diane+Von+Furstenberg+Launches+Wonder+Woman/browse>

Smallville: Justice & Doom Branded Content Wrap – 2007

Client: Warner Bros.

Partner: Toyota, Motherland

Role: Producer, Editor, Creative Director

Project: The Smallville: Justice & Doom series were animated content wraps produced for Warner Bros. and airing during Season Six of the Smallville television show. The content wraps were sponsored by Toyota and promoted the Toyota Yaris. I was the producer and creative director of the series.

Links: Episode One: <https://vimeo.com/8843987>

Rush City – 2006 - 2007

Client: Pontiac

Partner: Starcom

Role: Creative Director, Editorial Director

Project: Rush City was a co-branded, marketing content feature created to support the launch of the new Pontiac Solstice. I was responsible for overseeing the creation of all creating all sponsored content in support of the client's print, digital, social, and event needs.

Links: G4 featurette on the creation of the special DC Comics Solstice:

<https://archive.org/details/g4tv.com-video14675>

Superman Returns – 2006

Client: Pepsi, Warner Bros.

Partner: Tribal DDB Dallas

Role: Creative Director

Project: I oversaw the creation of an online, interactive web-comic that incorporated motion and sound as a part of a large, brand partnership between Pepsi and Warner Bros. for the Superman Returns theatrical release.

Links: The full comic (via animator Joan Weber)

<http://www.ioantri.com/portfolio/superman/superman.html>

Batman Begins Deluxe Edition DVD – 2006

Client: Warner Home Video

Partner: Warner Interactive

Role: Creative Director, Editor

Project: The deluxe edition of the Batman Begins DVD included a custom, interactive menu in the form of a digital comic, complete with "easter eggs" that unlock special features. This menu was created exclusively for the Warner Home Video deluxe edition DVD. I was the Creative Director for the comic menu and editor for the original comic story.

Teen Titans Special Dyslexia Awareness Edition – 2006

Client: Charles & Helen Schwab Foundation

Partner: Sparktop

Role: Editorial Director

Project: This special edition comic was sponsored by the Charles & Helen Schwab Foundation and produced for Sparktop, a website that helps kids with learning and attention problems. It was made available for free online accompanied by a print circulation of over one million issues. I was the Editorial Director of the comic.

King James – 2004 - 2006

Client: LeBron James, Coca-Cola, PowerAde, NASCAR

Partner: MaxMedia

Role: Creative Director, Editor, Co-Writer

Project: King James was a multi-faceted, branded promotion in support of the LeBron James custom PowerAde drink by Coca-Cola. The campaign included a print and digital comic series, animated web-comics, point-of-purchase displays, packaging, posters, and event graphics – including a custom designed car for a NASCAR promotional tie-in. This massive content marketing program won the MIN Award for Custom Publishing. I was the editor, co-writer, and creative director for the program.

Batman: Shadow of Sin Tzu – 2003

Client: Ubisoft, Warner Bros.

Partner: AOL

Role: Creative Director

Project: Batman: Shadow of Sin Tzu was content marketing program featuring an original, digital comic produced for AOL in support of the Batman: The Rise of Sin Tzu video game by UbiSoft and Warner Bros. Interactive. I was responsible for overseeing all creative and production of the comic and partner relations with AOL.

Adventures with the DC Super Heroes – 2000

Client: National Fluid Milk Processor Board

Role: Creative Director, Editor, Game Designer

Project: Adventures With The DC Super Heroes was custom, branded promotion sponsored by The National Fluid Milk Processor Board. This children's magazine was available as a gift with purchase and used comics, puzzles, activities, interviews, and recipes to promote healthy eating and an active lifestyle. This was the first, non-comic children's puzzle magazine created by DC Comics' custom publishing group.

OverPower Collectible Card Game – 1995 – 1997

Client: Marvel Comics

Partner: Wizard Magazine, ToyBiz, General Mills, Hillshire Farms

Role: Creative Director, Game Designer, Artist

Project: I oversaw the game design and creative direction of ten distinct releases across three brands (Marvel Comics, DC Comics, and Image Comics) of this extremely popular collectible card game. I developed a fan club and tournament circuit around OverPower that included a newsletter, access to special promotional items, and nationwide player database. In addition to the game, I oversaw the creative for branded partnerships, co-marketing opportunities, and consumer products.

Spider-Man Trading Cards – 1997

Client: Marvel Comics

Role: Creative Director, Writer

Project: Regarding as one of Cardboard Connection's "Top Five Spider-Man Card Sets" the 1997 set of Fleer Ultra Spider-Man cards introduced the "Sketchagraph" card - a trading card sized piece of original art - that has since become a premium "chase" in many subsequent entertainment cards sets. I was responsible for all planning, design, art and editorial for the card set.