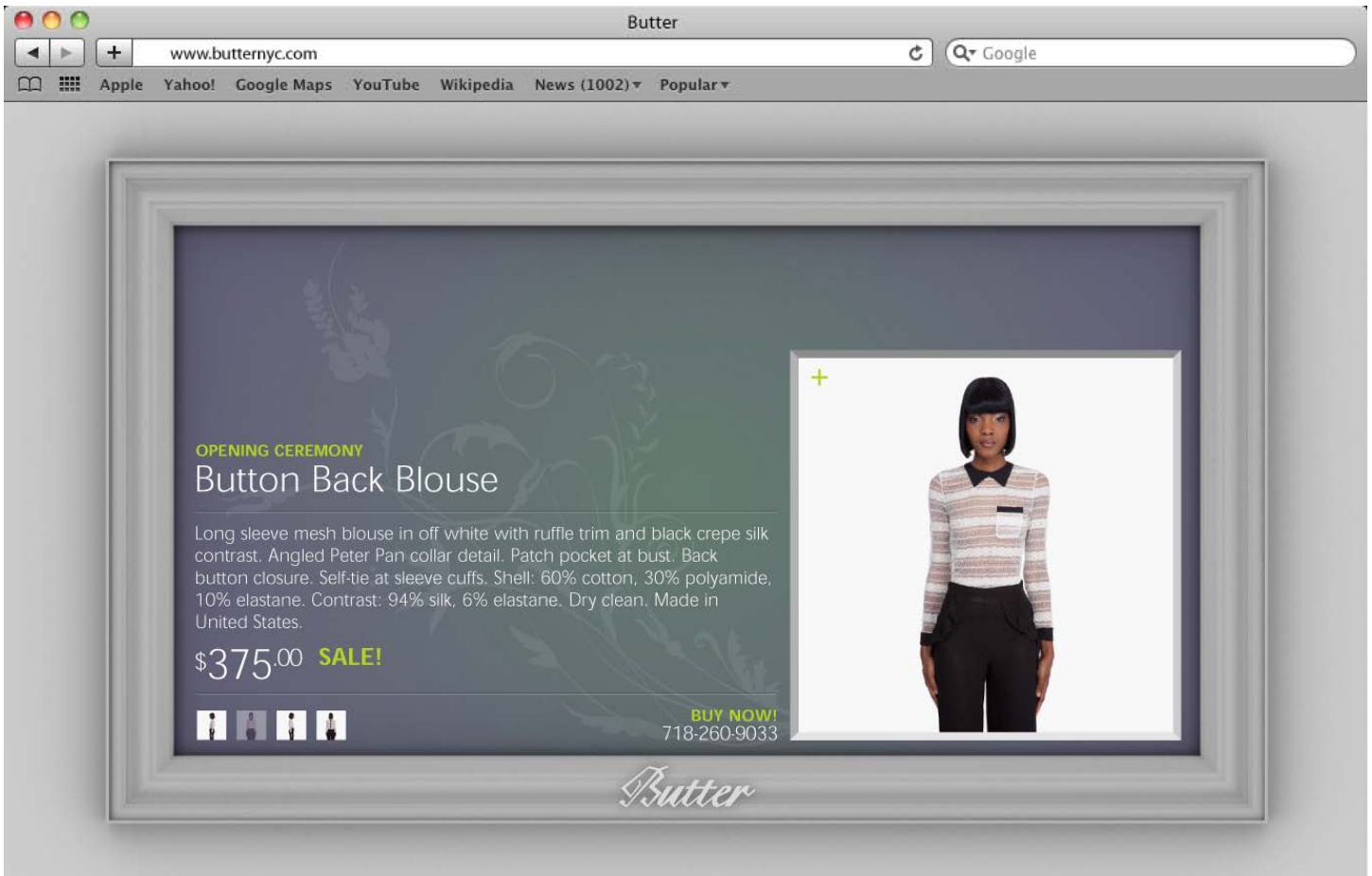


***Curtis
McClain***
Selected Works




Butter
**Boutique
Retail
Website**

Tommy Hilfiger

www.tommy.com

Apple Yahoo! Google Maps YouTube Wikipedia News (1002) Popular



tommy.com

The Freedom Poll 06/15/99

Whats more important for you, Freedom or Money?


80% Yes 20% No

Yes No

VOTE NOW!

- Runway**
Feature Fredo : Fall Collection '99 : As Seen On
- Local & Live**
The Tommy 10 Archive
- The Tommy Interview**
Color Your World : Airship Arrivals : On Tour with David Duvall
- Click & Play**
Design Your Jeans : Love Level Game : Model Mission
- Photo Album**
Rebecca-spective : Behind the Scenes : Ad Vote
- Corporate**
Mission Statement : Corporate Description : Press Releases
Press Statements : Financial Highlights : Annual Report

- 1
- 2
- 3
- 4
- 5
- 6



shop tommy

All about collars
How to buy a cotton shirt.

- Pack for the weekend
- 1 pair of khakis = 5 outfits

men women • gift certificates

©1999 Tommy Hilfiger contact@tommy.com

THE TOMMY INTERVIEW

THE TOMMY TEN ARCHIVE

Every month Tommy gets up-close and personal with your favorite stars, bringing the largest fan-base for real life, Tommy talks and slides talk.



RUNWAY

This Fall Tommy Hilfiger turns up the volume with his collection of contrasts - high and low priced - all with a modern twist. It's about having the power to be your own individual, the penetrating simplicity combined with sportswear or jeans. Reinvented into a new age, while luxury becomes a reality. Fashion '99 is easy, smart, investment, and accessible.

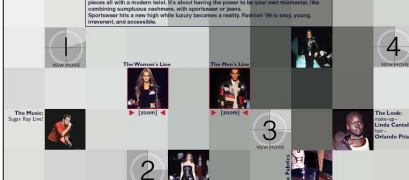



PHOTO ALBUM

REBECCA-SPECTIVE

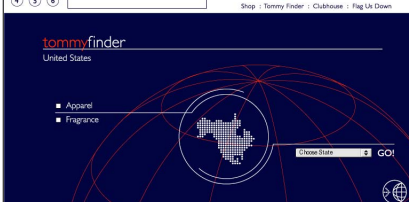
Print Advertising FALL '99



TOMMY FINDER

United States

- Apparel
- Fragrance



Tommy Hilfiger
Brand Experience Website

Just Like Molly :: A Modest Fashion Blog for the Modern Woman

http://justlikemolly.com




INSPIRE

Behold, my friends, the spring is come; the earth has gladly received the embraces of the sun, and we shall soon see the results of their love!

Sitting Bull

View Archive

Home About Contact


Follow us.   

2011 May 24

How To Tie A Stylish Scarf

Brooke and Summer, of the Girls With Glasses Show, explain how to tie a fashionable scarf.

How to Tie a Stylish Scarf



0:00 / 2:50


Makeup by Rachel Rose DeSimone
Hair by Julio of Shampooo.com

A scarf is a great way to top off any outfit and **The Girls With Glasses Show** feature a few cute ways to tie a scarf on your head! From old Hollywood glam to a vintage bombshell style, following these quick and easy tips will take your modest look from drab to fab.

2011 May 17

Like It. Love It. Leave It.™

Creams, greys, and darker sandy colors mold this modest look with style and ease.



NEWSLETTER

Sign up for exclusive content, promotional discounts, and more.

Name

Email

We will never sell your personal information.

Send it.

Mix + Match with Panache!

Shop Perfect Places

ModCloth

ARCHIVE

- ▼ 2011 (26)
 - ▶ May (4)
 - ▶ April (6)
 - ▶ March (5)
 - ▶ February (6)
 - ▶ January (5)
- ▶ 2010 (46)

ANNE KLEIN
the DRESS EVENT
TAKE 30% OFF all dresses
SHOP NOW >

PERFECTLY POLISHED
SHOP CHIC STYLES

ModCloth

Just Like Molly
Modest Fashion Marketing Blog



Photo Courtesy of Totokaelo

Variations on a theme takes root in this beige perfect look from Totokaelo's superbly curated online boutique. Summer's go-to linen blazer from Raquel Allegra tops off Acne's straight leg chino and two-tone melrose pump, while A Peace Treaty's scarf is big enough to double as an impromptu blanket for a picnic in the park. Though this ensemble carries enough inherent style as is, it leaves room for a bit of accessorizing. What would you change about this outfit to better match your personal style?

30% Like It. 54% Love It. 16% Leave It.

Total Votes: 50
Create Your Own Poll



IGIGI
By Yulaya Raquel
WWW.IGIGI.COM
SIZES 12 - 32
SHOP NOW ▶

BTY
gives back
CELEBRITY ENDORSED CHARITY ITEMS
BFF BRACELETS
FALLING WHISTLES
LOVE IS LOUDER
LOVE YOUR GUTS

JAMES PERSE LOS ANGELES

CHARM & CHAIN
shop our jewelry collection now ▶

All Style, No Skank.
Just the Molly Advertise With Us. Learn More.

JILDOR
Established 1949
HUNTER
Available in more colors and styles - SHOP NOW -

2011 May 12
Modest Street Style
Street fashion blog Thread Ethic styles chic looks for modesty.



Guest Feature
THREAD ETHIC

CONNECT

Sites we love!

- The Girls With Glasses**
Humor, insight, heart & fashion. It's the smart girl talk show in glasses!
- stepmodo**
Where Practical Meets Pretty.
- StyleCaster**
Curates the best content from across women's lifestyle into a comprehensive style experience.
- Kids Draw & Cook**
Recipe & Food Illustrations By Awesome Kids
- Goop**
by Gwyneth Paltrow
- Refinery29**
Online fashion and shopping destination covering global fashion trends.
- Cupcakes and Cashmere**
Personal blogging on life, love, travel and fashion.

"We are totally in love with the new 50's mid-calf length skirt. We like our longer skirts paired with sweet retro sweaters that hit at the skirt's waist. A fun high pony tail finishes the look..." ~ Thread Ethic

SimpleSong
Stylish stationer specializing in custom design and letterpress printing.

Blog Catalog
A Fantastic Blogosphere

Wanna Get Connected?

2011
May 3

10

Modest or Not?

From the front, this dress represents the picture of modesty. From the back, there's room for interpretation. What say you, modest fashion bloggers?



Photo credit: Milly NY

A bright floral print on this structured piece offers comfort, flattery, and trend in a perfect Spring look from Milly. Though eye-catching, this dress leaves a place for minimal accessories, as it's shown here styled with a simple tan leather belt and bag. The cut in the front provides modest coverage for work, church, or a weekend wedding. Yet, spin around, and you're faced with a lower dip that might not be appropriate for certain personal comfort levels, or specific events. How do you feel about this dress' duality?

Modest

Not

Polidaddy.com

Smart Design

www.smartnyc.com


Apple Yahoo! Google Maps YouTube Wikipedia News (1002) Popular

the work
the approach
smart does

smart is

smart now

smart



other work
1 2 3 4 5 6 7 8 9 10 11 12 13 14

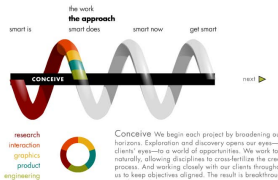
Grind It Dried herbs and spices release more flavor when freshly ground. But having separate grinders for every spice in the rack is impractical. With OXO Grind It, Smart Design responds to this challenge. We designed and engineered a unique snap-off grinder cap for use with a family of compatible spices (such as basil, oregano, thyme and rosemary). The grinder employs an innovative

clients capabilities
smart is smart does smart now get smart



SMART IS PIONEERING. Twenty years ago we began practicing a multi-disciplinary approach to design, enabling ways to energetically connect people with products and experiences. Today our strength is a unique ability to anticipate a brand's personality and release only every aspect of our work. The result is a design solution that builds bonds between companies and their customers.

the work
the approach
smart does smart now get smart



CONCEIVE We begin each project by broadening our horizons. Exploration and discovery opens our eyes—and our clients'—to a world of opportunities. We work together, naturally, allowing disciplines to cross-fertilize the creative process. And working closely with our clients throughout allows us to keep objectives aligned. The result is breakthrough ideas worth pursuing.

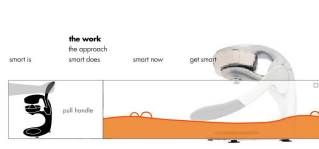
the work
the approach
smart does smart now get smart



The Good Grips Story Smart Design has been in a design and development partnership with OXO International since its inception. In launching Good Grips, we not only reinvigorated the kitchenware category but also helped OXO create its mission—to provide smoothie everyday products. For make everyday living easier. Along with devising an ongoing product development

other work
1 2 3 4 5 6 7 8 9 10 11 12 13 14

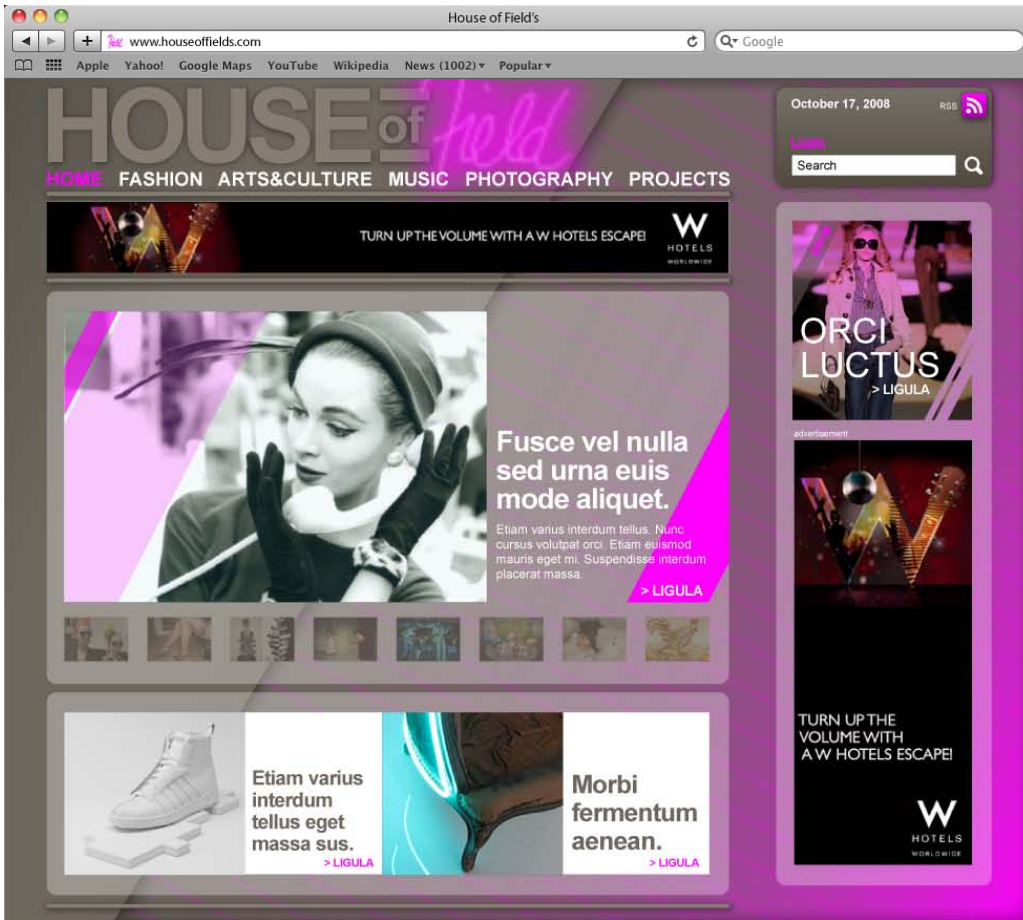
the work
the approach
smart does smart now get smart



Olex Juicer With the dramatic and modern Olex juicer, Smart Design specialized in an additional custom manufacturing process to create a product that delivers superior performance. When introduced in 2000, Olex redefined a solid product category. It addresses a consumer need for a sturdy and reliable manual juicer, and thanks to its compact design and low profile, Olex fits

other work
1 2 3 4 5 6 7 8 9 10 11 12 13 14

Smart Design
Company Capabilities Website



Patrica Field
**Art & Fashion
 Lifestyle
 Website**



NEWS LOOK

See More. Know More.

NewsLook
Logo & Identity

 **NEWS LOOK**

 **NEWS LOOK**

28 Twin Lakes Road
Rockford, NY 11368
914-248-3588

Focusing on the Issues.

More Than Headlines.

28 Twin Lakes Road
Rockford, NY 11368
914-248-3588

www.NewsLook.com



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



The screenshot shows a web browser window displaying the NewsLook website. The browser's address bar shows the URL <http://www.newslook.com/>. The website header includes the NewsLook logo with the tagline "More Than Headlines" and navigation links for "U.S.", "World", "Economics", "Science", "Health", "Culture", "Opinion", and "Hot Topics". A search bar is present with the text "My Queue 27".

The main content area is divided into several sections:

- Top Stories:** A large video player showing a group of men in suits. Below it are several smaller video thumbnails with titles such as "G8 Supports Arab Spring", "The Oprah Show 'Dims Lights' After 25 Years", "New Treatment Could Restore Vision", "US Funds Massive Solar Energy Project", and "French Minister Lagarde IMF Candidate".
- Popular:** A yellow sidebar containing a list of popular video thumbnails with titles like "Chicago Celebrates Oprah's Legacy", "Sea Turtle Becomes Pin-Up for Protection", "Budapest Park Named After Elvis", "Shuttle Endeavour Docs with Space Station", "Video Games From Pong to Bending Reality", and "Dutch Filmmaker in the Killzone".
- U.S.:** A horizontal row of video thumbnails with titles including "Chicago's New Planetarium to be 'Out of this World'", "Loughner Mentally Unfit for Trial", "Chicago Celebrates Oprah's Legacy", "Powerful Storms Move Across US", "Obama Expected to Discuss Policy on UK Visit", and "Missouri Twister Deadliest in Decades".
- World:** A horizontal row of video thumbnails with titles including "Mladic, The Butcher of Srebrenica", "Peaceful Revolution Rally in Yemen", "G8 Supports Arab Spring", "Chinese University Names Building for Blue Jeans", "Budapest Park Named After Elvis", and "Surgeons Amputate Arms to Fit Bionic Prosthetics".
- Economics:** A horizontal row of video thumbnails with titles including "Tyranigel, USPS Using 'Junk Mail' to Boost Revenue", "Goldman Logs Time on Schapiro's Calendar", "Warsaw Exchange Looks Beyond Poland for IPOs", "Luxury Brands Flock to HK for IPOs", "French Minister Lagarde IMF Candidate", and "Geller Says Worst is 'Clearly Over' for Luxury Hotels".

At the bottom of the page, a "Science" section is partially visible.

NewsLook
**Aggregated
Video News
Website**

Science

View More

- 34:15
REUTERS
Realistic Robots Test Our Relationship with Machines
[Add to Queue](#)
- 34:15
CBC
Hands-Free Video Games Provide Focus, Relaxation
[Add to Queue](#)
- 34:15
BLOOMBERG
Tabitha Soren, EJamming Music Website
[Add to Queue](#)
- 34:15
XINHUA NEWS AGENCY
US Funds Massive Solar Energy Project
[Add to Queue](#)
- 34:15
ABC AU
Sea Turtle Becomes Pin-Up for Protection
[Add to Queue](#)
- 34:15
REUTERS
Shuttle Endeavour Docks with Space Station
[Add to Queue](#)

Health

View More

- 34:15
XINHUA NEWS AGENCY
New York Enacts Smoking Ban
[Add to Queue](#)
- 34:15
ABC AU
Widow Wins Access to Husband's Sperm
[Add to Queue](#)
- 34:15
ABC AU
New Treatment Could Restore Vision
[Add to Queue](#)
- 34:15
ABC AU
Spinal Implant Helps Paraplegic Walk
[Add to Queue](#)
- 34:15
ABC AU
New Drug Claims to Reduce Stroke
[Add to Queue](#)
- 34:15
ABC AU
Tobacco Giant Fights Packaging in Australia
[Add to Queue](#)

Culture

View More

- 34:15
BLOOMBERG
Video Games From Pong to Bending Reality
[Add to Queue](#)
- 34:15
ABC AU
China's Communists Embrace Confucius
[Add to Queue](#)
- 34:15
RADIO NETHERLANDS
WWII Aerial Reconnaissance Photographs Go On-Line
[Add to Queue](#)
- 34:15
REUTERS
'The Oprah Show' Dims Lights After 25 Years
[Add to Queue](#)
- 34:15
XINHUA NEWS AGENCY
Chinese Painting Sold at Record Price
[Add to Queue](#)
- 34:15
RADIO NETHERLANDS
Dutch Filmmaker in the Killzone
[Add to Queue](#)



My Queue 27

View More

- 34:15
REUTERS
Budapest Park Named After Elvis
[Remove from Queue](#)
- 34:15
REUTERS
Powerful Storms Move Across US
[Remove from Queue](#)
- 34:15
REUTERS
Loughner Mentally Unfit for Trial
[Remove from Queue](#)
- 34:15
BLOOMBERG
Warsaw Exchange Looks Beyond Poland for IPOs
[Remove from Queue](#)
- 34:15
BLOOMBERG
Tabitha Soren, EJamming Music Website
[Remove from Queue](#)
- 34:15
ABC AU
Sea Turtle Becomes Pin-Up for Protection
[Remove from Queue](#)

- U.S.
- World
- Economics
- Science
- Health
- Culture
- Opinion
- My Queue 27**

Top Topics

- Airport screening
- Holiday travel
- Pakistan
- Sarah Palin
- North Korea
- Harry Potter
- [View More](#)

Editor's Picks *

- A Paper Garden Blooms in Armenia
- Irish Banks Entirely Dependent on Loans
- Controversy Dogs Thai Tiger Temple
- Nations Gather to Save Tigers
- US Looks to California for Rare Elements
- Electric Cars Could Put Stress on Grid
- [View More](#)

Follow Us

- [facebook](#)
- [twitter](#)
- [RSS Feed](#)

[Advertise with Us](#)

[Content Filter Help](#)

[Newsletter Sign Up](#)





SoFierce
***Logo Ident
Animation***



Fila
Print Ad

Curtis McClain

Freelance Art Director
and Designer.

718-389-7671

curtis@SoFierce.com

www.SoFierce.com

@curtismcclain

CLIENT WORK

Bank of America
Citibank
Chase
American Express
Atlantic Records
Mtv
Cuervo
Fila
Frog Design
Smart Design

Playboy
Polo Jeans
Samsung
Tommy Hilfiger
Will Smith
Warner Bros.
Parmalat
Progressive
SyFy

RECOGNITION

Webby - Official Honoree 2010
Newslook.com

PDN Photo Annual 2007
NormaJeanMarkus.com

Macromedia Site of the Day Sep 2005
American Express: Andy's Mojo

Metropolis Mar 2003
Smart Design - "...The best thing about the Smart Design site is that it lives up to the firm's name..."

FWA - Site of the Day Sep 2003
MessanaOrorke.com Jun 2002
SoFierce.com

IDEA - Silver Award 2002
SmartDesignWorldwide.com

FlashForward - Best Navigation Nominee 2002
SoFierce.com

Entertainment Weekly Jan 2000
WillSmith.com

SoFierce

Principal

Aug 99 - Now

Serviceing clients and agencies through my personal agency moniker SoFierce, provides me the flexibility, freedom, control, and responsibility for perpetual personal and professional growth. This ultimately necessitates a high level of discipline, resourcefulness, adventure, and execution. It also affords me the opportunity to continually explore and experiment with new techniques and integrate them into an ever expanding tool palette.

Design effective, captivating, and often, noteworthy interactive experiences that deliver both emotionally and strategically.

Create compelling banner campaigns that exceed expectations by understanding, advising and delivering on the client's business objects.

Advise on-going clients of potential opportunities for business and brand exposure, efficiencies, and growth.

Help clients distill all relevant aspects of their company's image, business, and persona into a unified identity full of depth, originality, clarity, resonance, and impact.

Organic

Creative Director

Jan 09 - Jul 09

Associate Creative Director

Apr 08 - Jan 09

Managing creatives, clients, timelines, expectations, executions, and egos, I learned how to efficiently navigate the often turbulent nature of multi-agency initiatives. Working with key stake-holders from partner agencies, we elevated the client's perception of effective cross-channel integration.

Managed the creative development for Bank of America's national digital signage network; a \$4M account.

Consistently championed and challenged the client to explore novel solutions to business and marketing objectives.

Mentored 2-3 teams consisting of 3-4 creatives responsible for the artistic development of campaigns and outputs.

Developed channel specific strategies for content deployment, pairing, timing, and overall digital signage best practices.

Provided innovative strategic thinking which contributed to the client's business, brand, and marketing objectives.

Spearheaded an initiative for the client to develop a richer set of brand standards to include channel specific guidelines.

Helped client manage ongoing budget concerns through the development of 'evergreen' outputs that could potentially have an infinite shelf life.

Played an integral role in multi-agency strategic and creative collaborations of integrated initiatives.

Arnell Group

Senior Design Director

Feb 99 - Aug 99

Senior Designer

Jul 97 - Feb 99

This full-service, multi-disciplined agency exposed me to the complexity and level of excellence required by high-profile clients. The diverse breadth of projects allowed me to experience many different facets of design not usually encountered when assigned to a single account.

Founding member of the in-house interactive company Surge Interactive.

Served as the web/interaction design and information resource for the entire company.

Oversaw a team of 4-5 creatives through all stages of interactive media development: Concepting, UX, Wireframes, Visual Design, Content Strategies, Production, Programming, Motion Graphics, Game Design.

Provided various visual components for pitch work: Identity, Illustration (2D & 3D), Print Ads, Press Kits, Presentation Materials, Web Banners, Websites, Product Mock-ups, Packaging.