

*Portfolio, Resume and Press Release of...*



***Stan Holden, Art Director***

*Corporate Design, Illustration and Animation*

**949-770-5511**

*A subsidiary of*

**HOLDEN**  
Design Associates



# STAN HOLDEN

## Artist, Author & Speaker

Author of *Giving Candy to Strangers* and ongoing contributor to *Chicken Soup For The Soul*



### *Creative/Art Direction, Design, Illustration and Writing Resume*

**Contact: 949-770-5511 • [swholden@gmail.com](mailto:swholden@gmail.com)**

**experience** ***Art/Creative Director and Sr. Designer for The LooneyBin Creative Services®***

Creative/Art Direction, Graphic Design, Animation, Illustration and Marketing. Producing high-end corporate collateral and branding in interactive and print form. Developing feature and corporate Flash animations with custom musical scores for the web and event and trade show display. Conceptual creative direction, theme graphics, design, unique format print/web design, event graphics and campaigns for extensive client base in the electronics, human resource and medical industries as well as Fortune 100 corporations, advertising, consulting and PR firms.

***Kleiter Graphic Design, Art Director and Designer.***

Designed implemented projects for leaders in the electronics, computer and medical industries. Produced trade show graphics as well as print and video. Client services and project management.

**education** *California State University Long Beach, Fine Art and Illustration, Bachelor Arts Degree*  
*Long Beach Community College, Associate Arts Degree*

**achievements** Illustrations displayed at the Louvre Museum in France, Greece, Spain for Apple  
Large-scale artwork projected up 60 feet onto the sides of the Incan Pyramids in Peru for Apple  
Featured interview on Reelmind about Flash animation and Cannes Lab in France  
New York Independent Film and Video Festival placement for Flash movie *Rebel Without A Claus*  
Animation inducted into The Museum of Television and Radio archives  
Optioned screenplay for *Rebel Without A Claus*  
Nominated for two PIXIE Awards for Flash animation "Take My Antlers, Please!"  
Created 1 million+ person worldwide sales team  
Author of the critically acclaimed best selling book: *Growing Your Business Can Be As Fun & Easy As: Giving Candy To Strangers*

**skills** Extensive computer and commercial art experience with design, illustration, animation and advertising. Team leadership. Very good at getting along with others and managing people. Project management. Business savvy from an owners perspective.

**[www.StanHolden.Today](http://www.StanHolden.Today)** (Public speaking, corporate training and sales)

**[www.CreativeDesign.Today](http://www.CreativeDesign.Today)** (Creative portfolio)

**[www.GivingCandyToStrangers.com](http://www.GivingCandyToStrangers.com)** (Book website)

*Business and Personal references available upon request.*



Human Resources Design a division of Holden Design Associates

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## PRESS RELEASE: Immediate

### **Mercer Human Resource Consulting Draws On The Looney Bin for Creative**

#### *Memorable Communications Result*

**Long Beach**, California – William Mercer Human Resource Consulting, one of the world's leading consulting organizations, utilizes the creative talents of wow-factor architect, Stan Holden, at The Looney Bin to convey memorable messages.

Mercer Human Resource Consulting, a human resource consulting giant, with clients in 145 cities and 41 countries and territories worldwide, has the daunting task of making often complex employee communications into memorable actionable correspondences. To do this, Mercer Human Resource Consulting employs the creative talents and services of The Looney Bin.

Matt Pentecost, communication consultant for Mercer Human Resource Consulting in Newport Beach California, said, "The Looney Bin creates effective designs for us. They have an extraordinary forte' for delivering what we need whether its conservative corporate or whimsical to creative humor. Our clients' communications to their employees must be read and easily understood — that's why we employ the creative talents of The Looney Bin."

"Our long-term relationship with Mercer Human Resource Consulting is one built on trust. Mercer trusts us to drive the design engine that delivers their communications strategy. They trust us to bring the design in on time, on budget, and on target. From human resource collateral materials to employee morale communications we work delivering designs that sustain that relationship," said Stan Holden of The Looney Bin.

For creative ideas and designs that are remembered please contact Stan Holden, The Looney Bin's wow-factor architect at 949-770-5511.

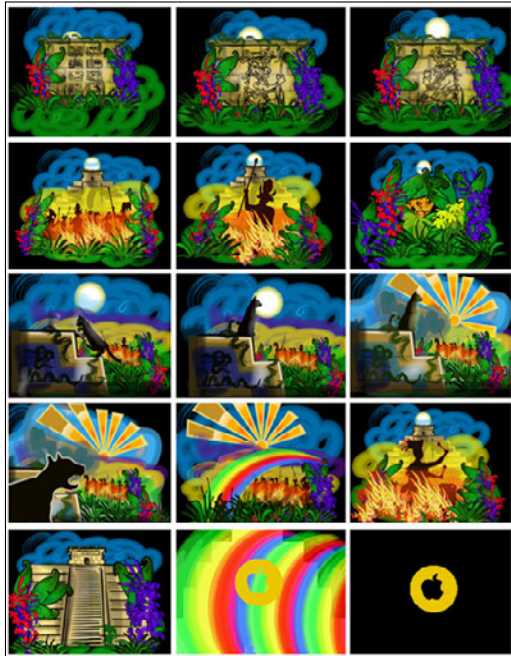
#### **About Holden Design Associates and The Looney Bin Creative Studio**

*Holden Design creates corporate identity design and marketing for small to mid-size companies including Fortune 500 companies. The Looney Bin Creative Studio is the think-tank of Holden Design Associates and creates whimsical, unique and elegant graphics. Specializing in internal communications and HR Design. The end result is The Looney Bin breaks through to the over-conditioned, often cynical consumer, who is bombarded with over 1,500 commercial messages each day. The Looney Bin is known for its ability to deliver vital messages that are considered to be "stayed" or "boring". The Looney Bin gets messages read and understood using humorous, illustrative, and sometimes animated creative solutions. To find out more about The Looney Bin visit [TheLooneyBin.com](http://TheLooneyBin.com)!*

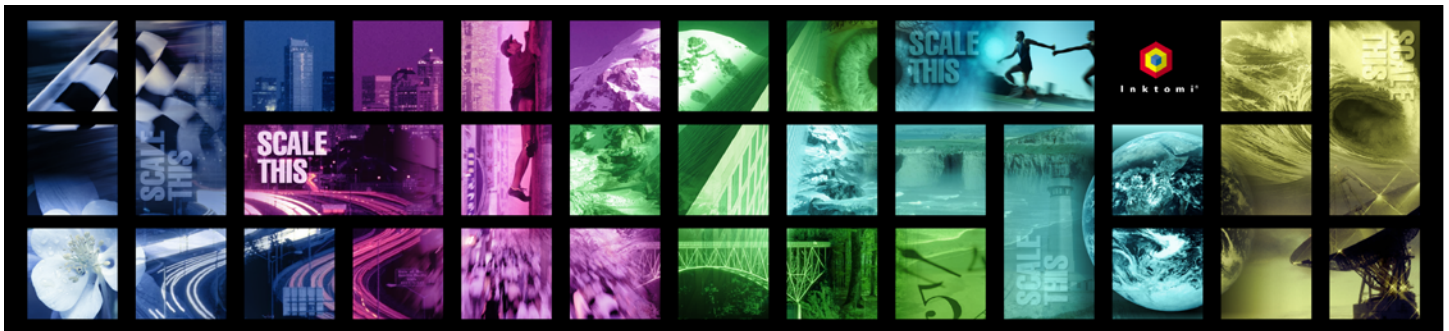


## Large Jumbo Graphics

*Design, Illustration & Art Direction by Stan Holden*



The series at the left was created for Apple... These were giant transparency slides that were in-turn projected 60 feet onto the side of the Mayan Pyramids in South America during a laser show for Apple employees. They tell a story of an ancient Mayan Ritual.



Large 60 foot stage murals



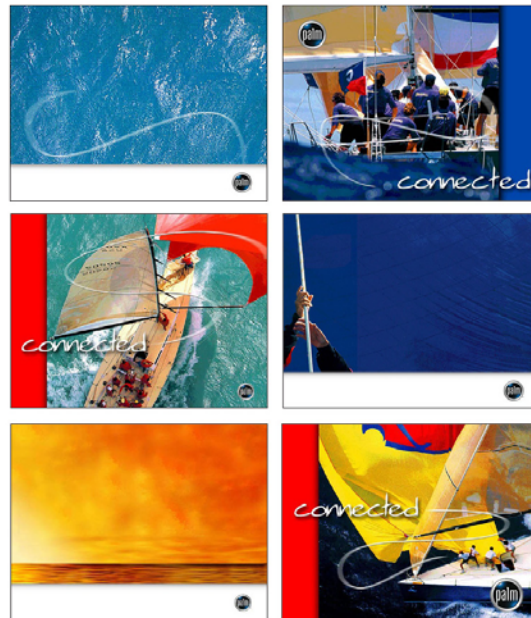
A few of the companies The LooneyBin and Holden Design has created work for...

- Apple • IBM • Toyota • TRW Aerospace • Isuzu • Pioneer • Western Digital • Nissan • UniHealth • Taco Bell
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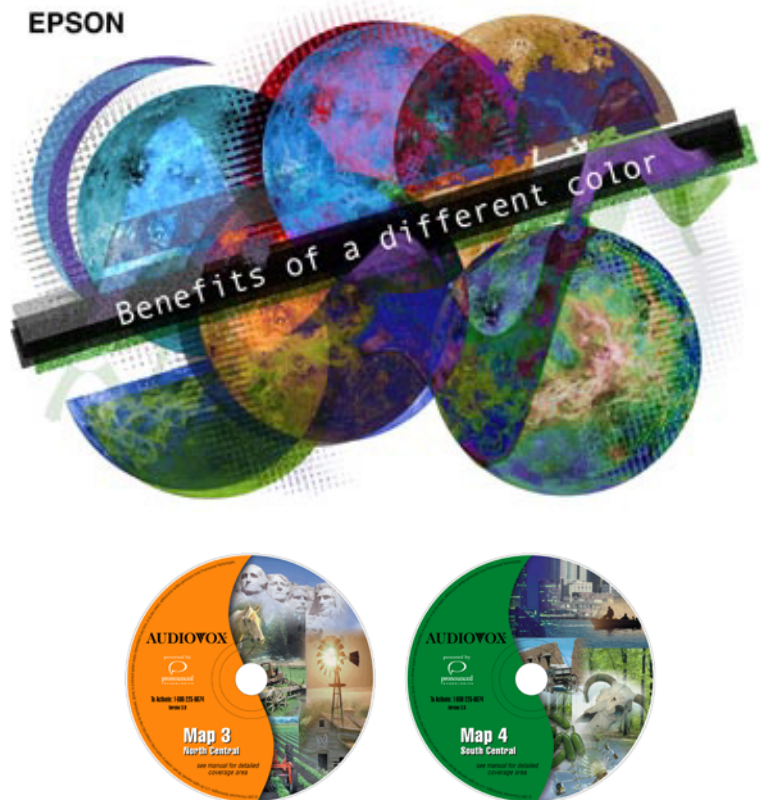




Rough Composite

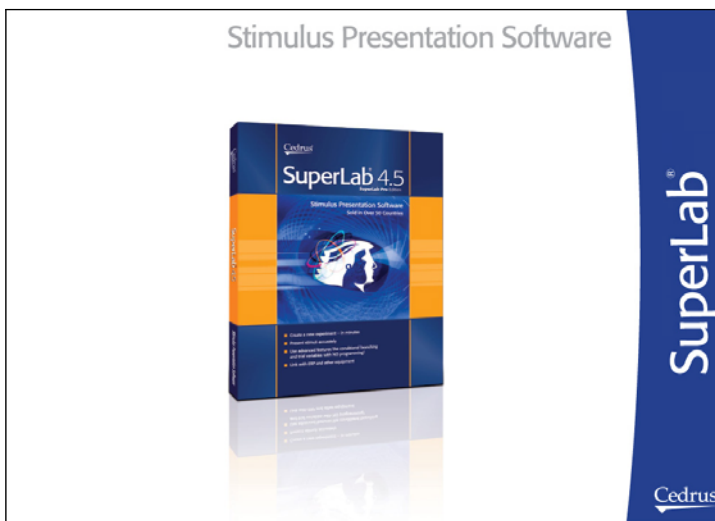
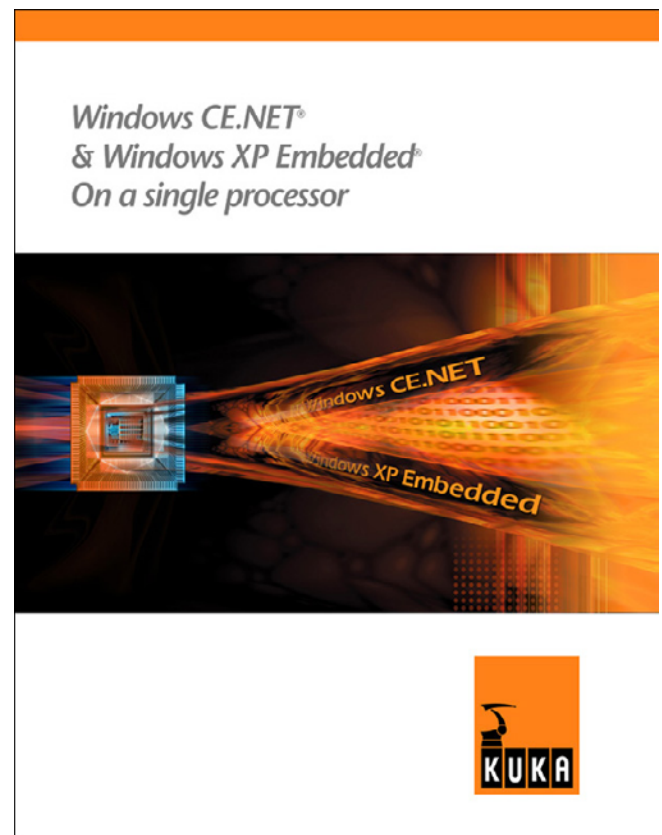
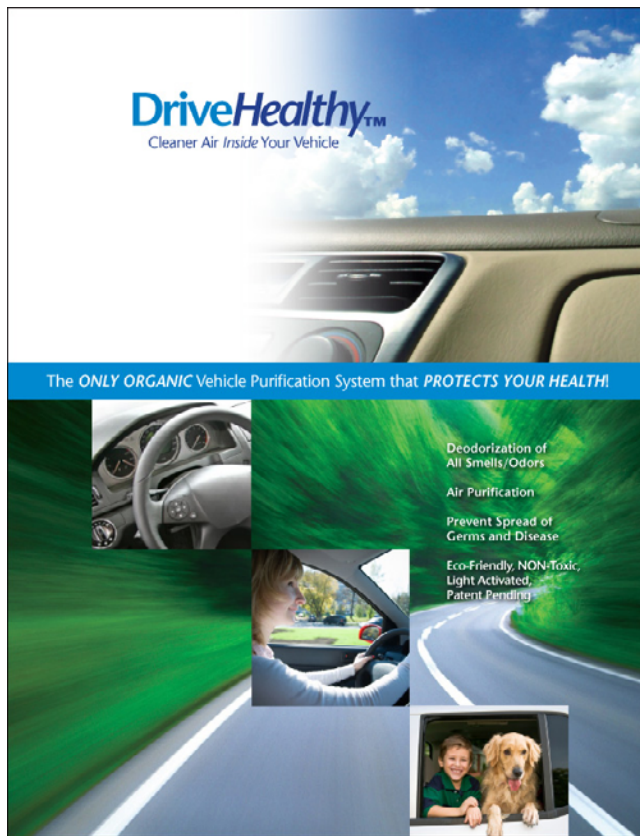


Although the piece for EPSON at the right was created as an Human Resource Theme Graphic... EPSON Corporate liked it so much that they purchased full rights and used it in a national campaign. It is a painting created from NASA photos of the Earth...



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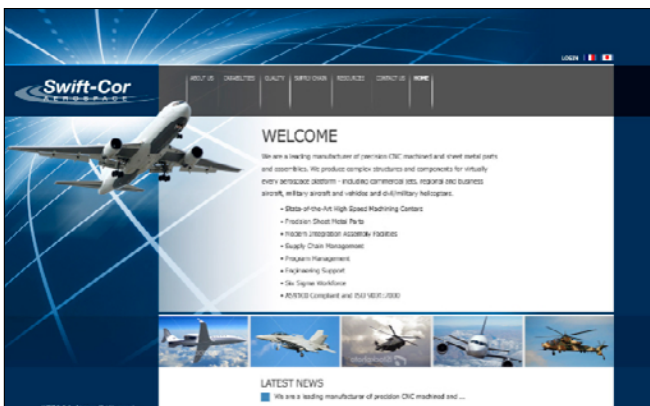
## Corporate Design

*Design, Illustration & Art Direction by Stan Holden*



The LINK below is a example of a series of FLASH animations created for AutoByTel. They provide database and client leads management for the auto industry. These animations were designed to be very minimalistic as to not get lost in the mire of over-designed content you see on the web. The client was extremely happy with the outcome with the response from their clients....

[www.thelooneybin.com/autobytel.html](http://www.thelooneybin.com/autobytel.html)



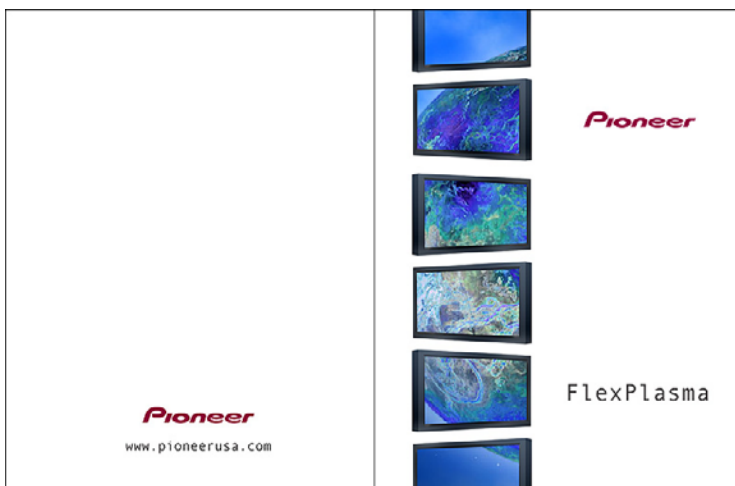
## Web Pages

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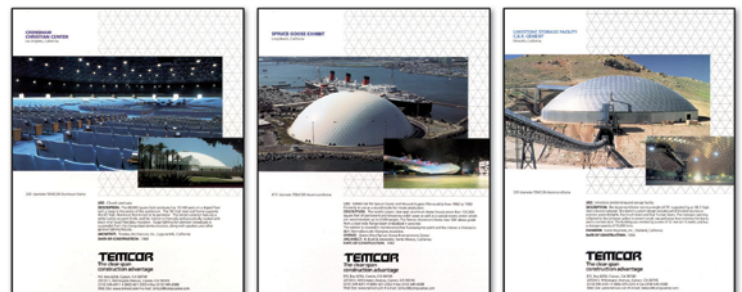
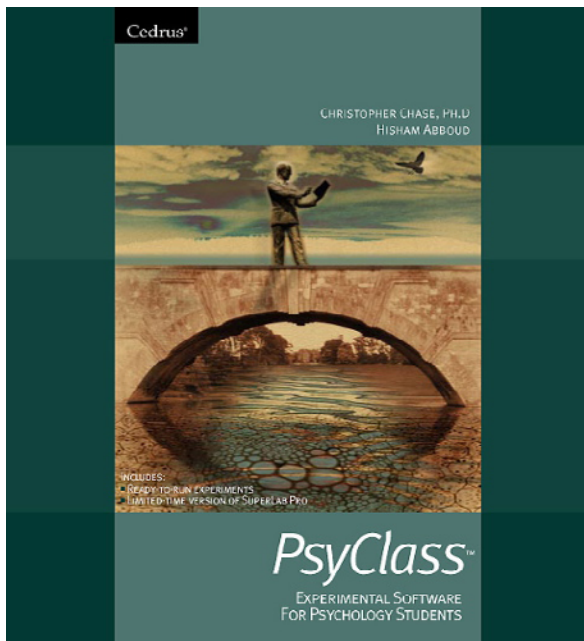
**Pioneer** sound.vision.soul  
[pioneerpurevision.com](http://pioneerpurevision.com)

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Many of the projects we create have to be blown up to very large sizes and formats, this requires skill and knowledge of how digital design works.



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## Advertising

Design, Illustration & Art Direction by Stan Holden

As a creative "think tank" we create Conceptual Campaigns and Theme ideas for ad agencies, art departments and copywriters who in-turn expand on them.



### Empowering the digital battlefield

Digital mission data, tactical and recon video are critical to achieving combat superiority in today's digital battlefield. Our Mission Data Recorders (MDR) record the highest quality digital video and capture digital mission data from any airborne or ground vehicle. This powerful recording platform provides critical data that can be extracted and then distributed throughout the battlefield.

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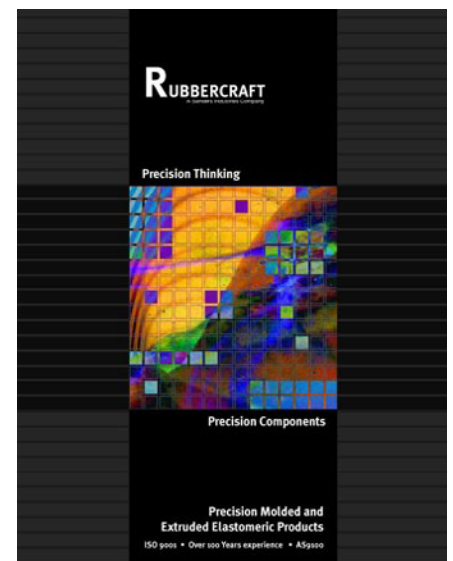
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## Corporate Design

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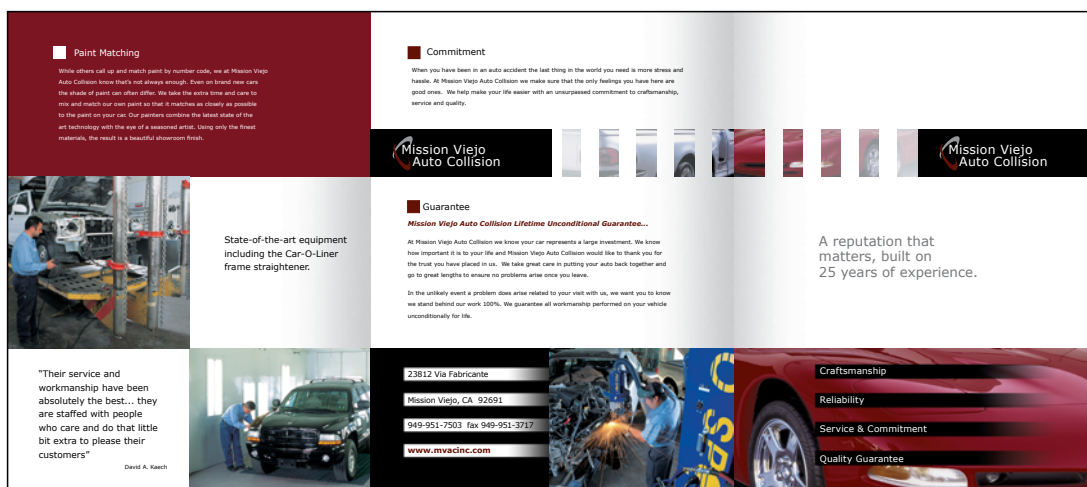


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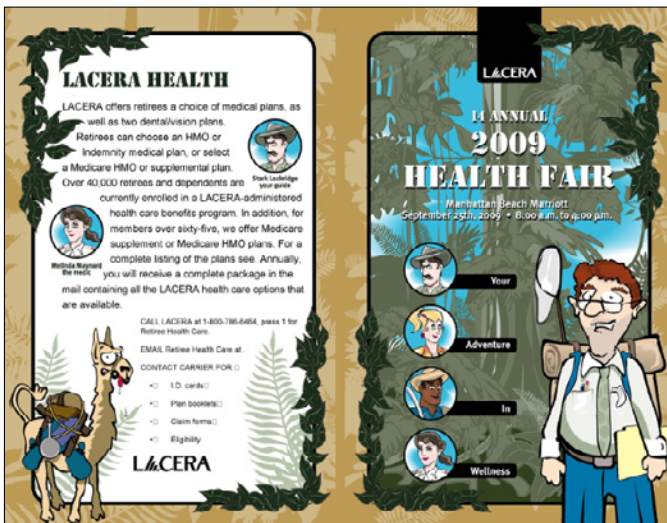
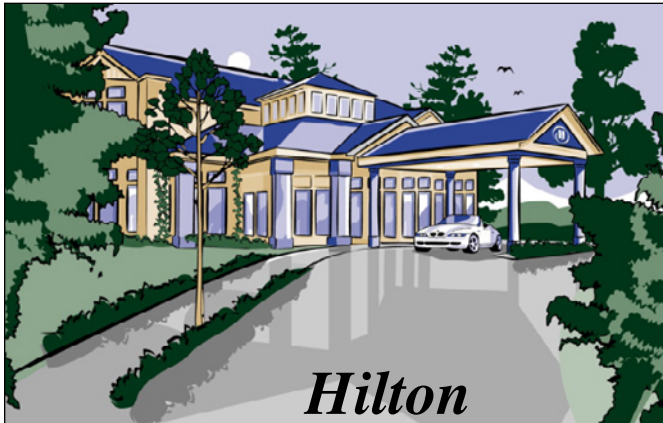




## Whimsical Design

*Design, Illustration & Art Direction by Stan Holden*

A Hybrid of Design and Illustration. This type of design is used a lot for internal communications. It is a friendlier way to communicate important information to employees. Animals are often used because you do not need to be as concerned about ethnicity, gender so that everyone can relate. Although you still have to adhere to the branding rules of large corporations, with internal/HR design you have more latitude.

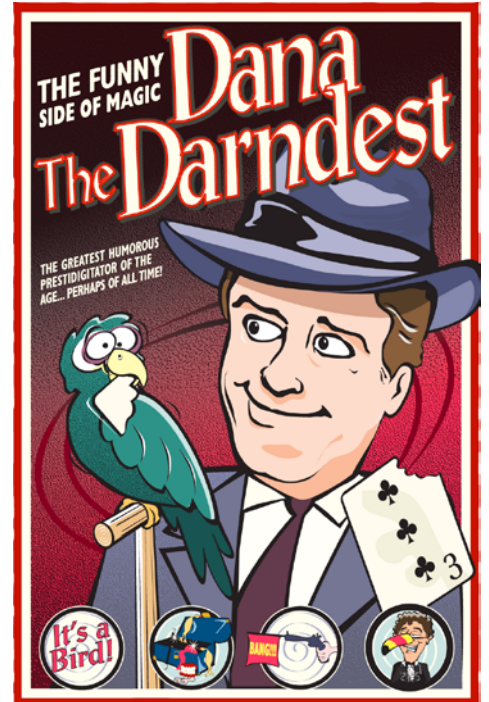




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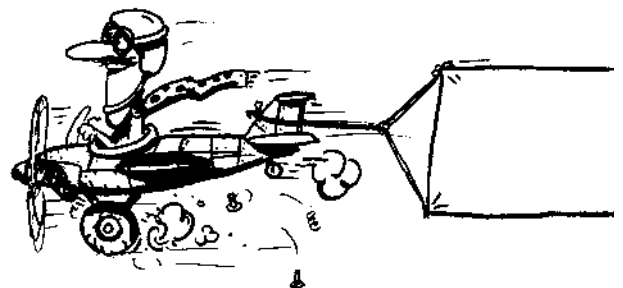
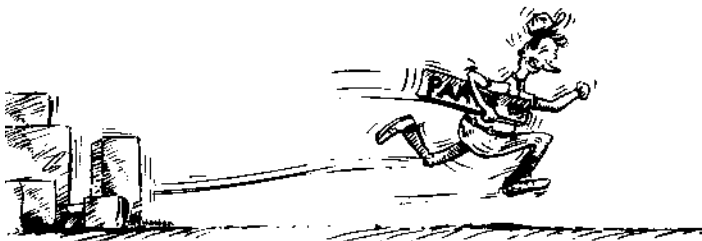
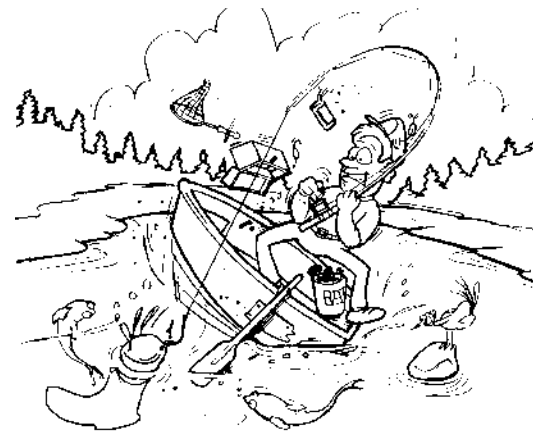
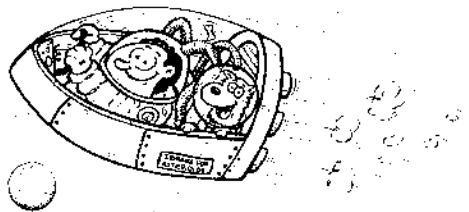
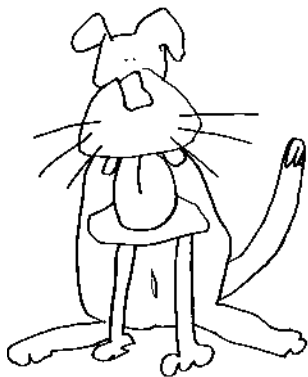
A Hybrid of Design and Illustration



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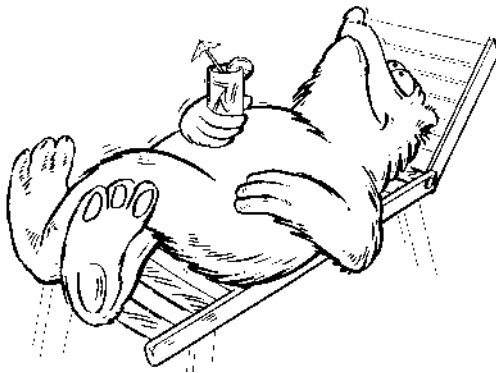




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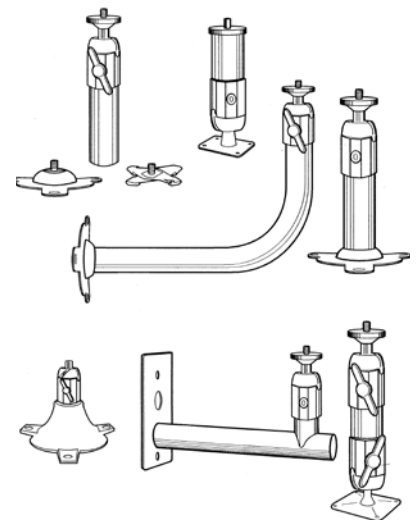
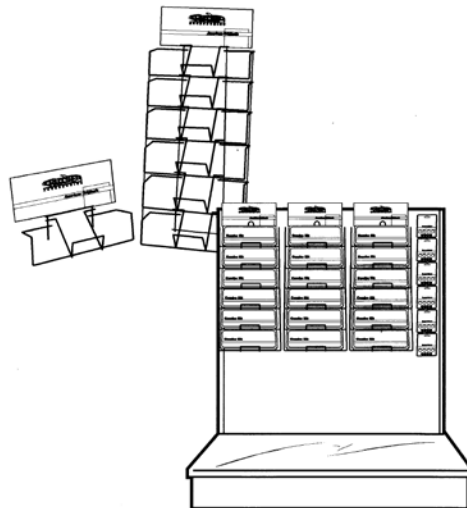
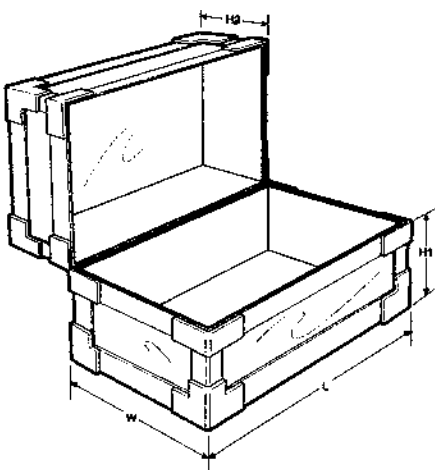
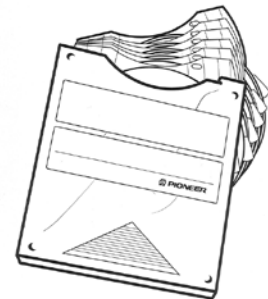
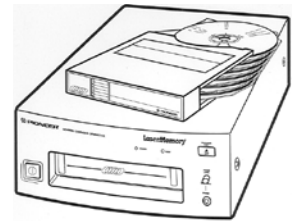
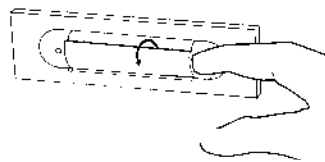
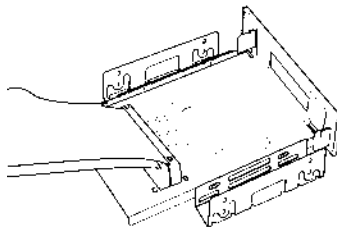
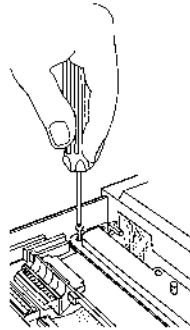
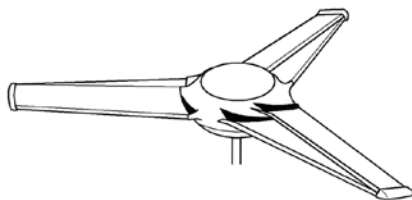
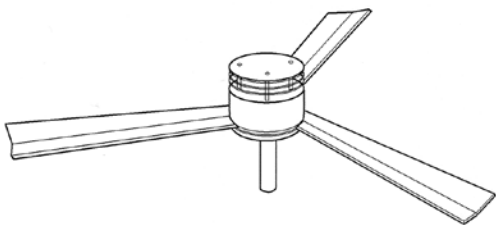
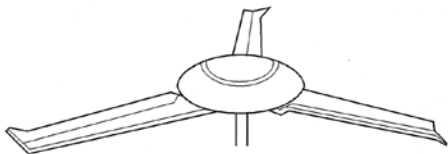
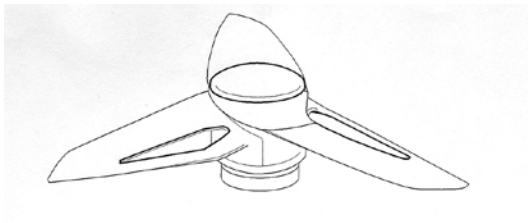
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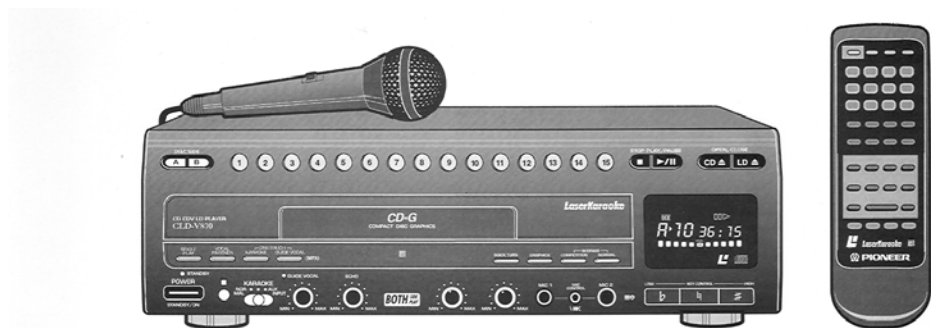
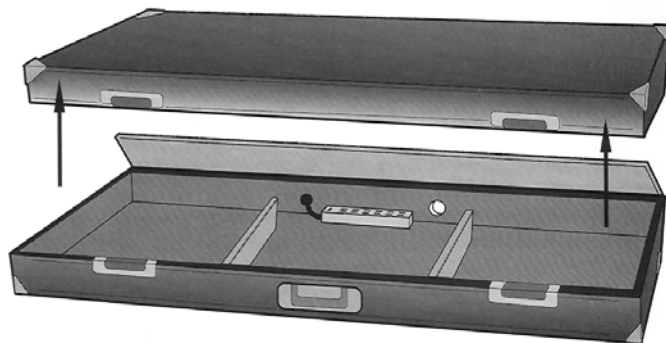
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- Toshiba • Merrill Lynch • Copely Press • PCS • Wyland International



A few of the companies The LooneyBin and Holden Design has created work for...

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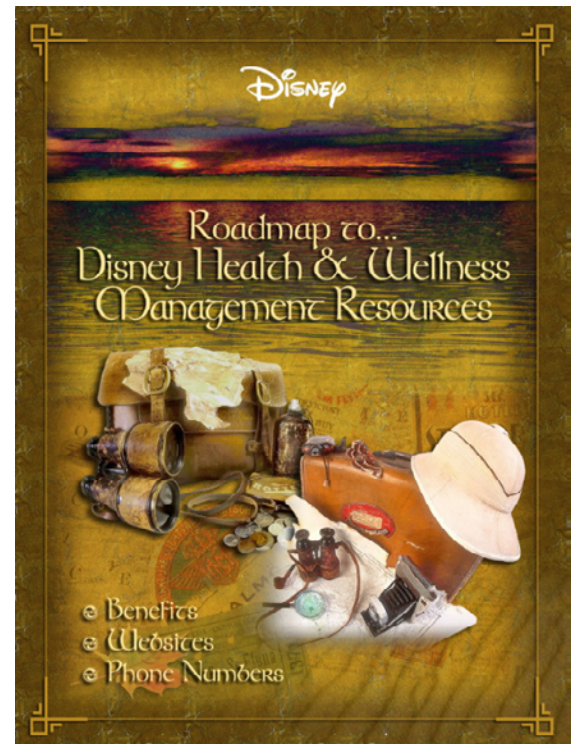
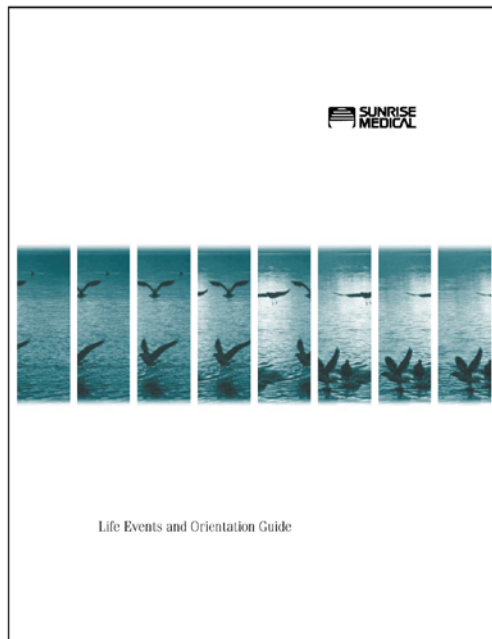




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Employee Benefits, Morale Building, Internal Communications and HR Design. Several of the other pieces throughout this portfolio were also created for Human Resources



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## Flash Animation

*Design, Illustration & Art Direction by Stan Holden*

An elaborate Animatic Treatment created in Flash...  
The screenplay has been "optioned" and given a  
"recommend" by Disney...

**Rebel Without A Claus...**

<http://www.thelooneybin.com/rebel.htm>

**Inducted into The Museum Of TV & Radio Archives**

France Digital Lab site award

Golden Web Award

"A Hilarious Interactive Flash Animated Short" Cannes, France

"Fantastic! It was a wonderful surprise. Thank you for sharing."

In the New York Independent Film & Video Festival

"We haven't had this much fun in a long time"

BobStaaake.com Way Cool Site Award!

Feature story of Reelmind



Logline for script: To deal with his ongoing angst from a misspent youth, a mis-guided blues-singing reindeer is detoured from the road of love in quest of his musical destiny. An anti-holiday holiday film for year round enjoyment. CGI animation and /or Live Action Combo a mis-guided blues-singing reindeer is detoured from the road of love in quest of his musical destiny. The madness of his manager's sinister plan to take over the world leaves the hoofed hero in a pickle with the most outrageous characters, including "Big Red" him self, tailing him in hot pursuit. An anti-holiday holiday film for year round enjoyment.



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STAN HOLDEN  
Artist, Author & Speaker

For booking of contact call 949.770.5511  
or email: [givingcandytostrangers@gmail.com](mailto:givingcandytostrangers@gmail.com)