

EvaSoukal.com



732•599•0127  
esoukal@gmail.com

**EvaSoukal.com**

---

## EDUCATION

2012 Academy of Art University, San Francisco, CA, BFA Advertising

2001 University of Jan Evangelista Purkyně, Czech Republic, 2 yrs MA Psychology

## EXPERIENCE

2012 Leaping Llama Labs, Redmond, WA

Art Director

2004 - 2007 Compassionate Care, Binghamton, NY

Independent Living Skills Trainer

2003 - 2004 Global Publications, Binghamton, NY

Shipping Manager

## SKILLS

HTML/CSS + Flash, Adobe Creative Suite

## ACHIEVEMENTS

2011: Academy of Art University: Student Show

2011: Tongal.com Advertising Contest: Office Team TV spot

1999: Fatal War, Gumruch Publishing: short story, Ideal Day

## LANGUAGES

English, Czech, and basic Eskimo survival phrases

## INTERESTS

Graphic novels, Czech poetry, filmmaking

# ThinkGeek

Ever wanted to sleep in Tauntaun or eat unicorn meat? Now you can. You don't have to hide your geekdom anymore. Embrace it and be proud that every time you see a box, you think Schrödinger. Our campaign will make you proud being a geek.



Would you trade your mom for a mother board? Do you void warranties in style? We have the gadgets, tools, shirt, and toys that are sure to satisfy your inner geek. Visit us online at [ThinkGeek.com](http://ThinkGeek.com).



Do you have chemistry with chemistry? We certainly do. From mugs, books, shirt and tools to anything your inner geek would love to experiment with. Visit us online at [ThinkGeek.com](http://ThinkGeek.com).



Whether you want to survive 2012, the zombie apocalypse or your finals, we can help. From books and games to toys and tools, we have everything you need to make your inner geek happy. Visit us online at [ThinkGeek.com](http://ThinkGeek.com).



scientist

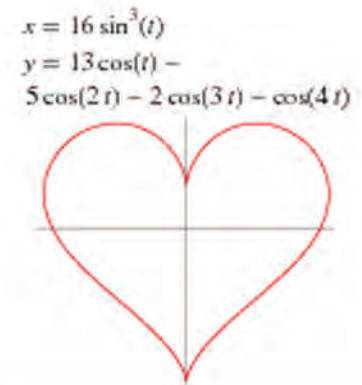
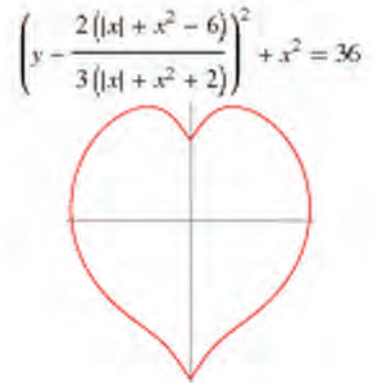
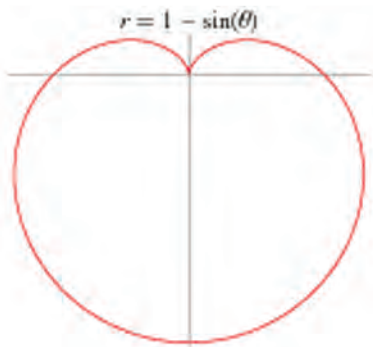
scientist



programmer



gamer



Show him you  
**LOVE**  
**HIM**

In a way he'll  
**UNDERSTAND**



Find the ultimate gift



**PETA**

Many people consider themselves vegetarians and yet, they still eat fish. But meat is meat and fish are animals. Our campaign *Save a fish, save a life* is targeted at them, helping them make their final step towards vegetarianism.

THEY  
CALL IT TUNA

STEAK

FOR A REASON



**PETA**

SAVE a FISH  
SAVE a LIFE

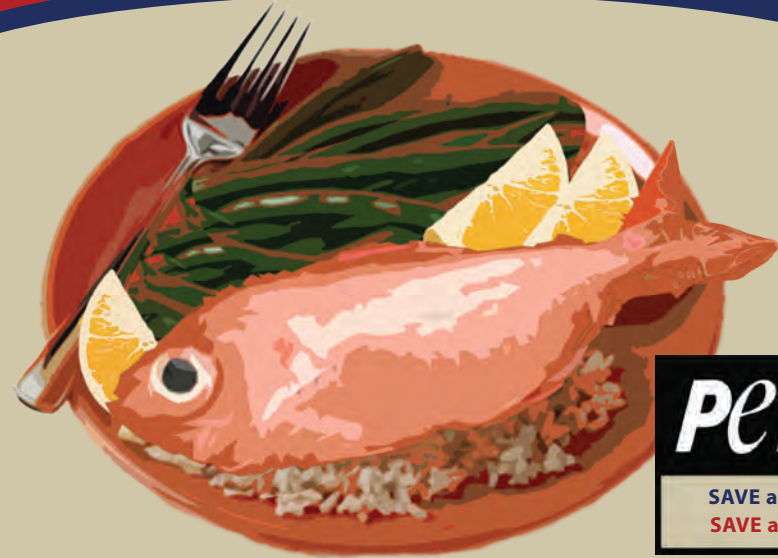
If you eat fish, you eat animals. They feel pain just like mammals, they are capable of learning and form basic social relationships. Should we ignore them only because we can't hear their screams? Save a fish, save a life.

learn more at [SAVEaFISH.com](http://SAVEaFISH.com)

THEY'RE'S SOMETHING FISHY

★ ABOUT ★

VEGETARIANS



**PETA**

SAVE a FISH  
SAVE a LIFE

★ THAT EAT MEAT ★

If you eat fish, you eat animals. They live, feel pain, and bleed like the rest of us. Don't support an industry that kills billions of them every year. Save a fish, save a life.

learn more at [SAVEaFISH.com](http://SAVEaFISH.com)

# I'D KILL FOR SUSHI



**PETA**

SAVE a FISH  
SAVE a LIFE

If you eat fish, you eat animals. They suffer when their gills collapse and they suffocate. Don't ignore them only because they look peaceful. Save a fish, save a life.

learn more at [SAVEaFISH.com](http://SAVEaFISH.com)



Save a fish, literally.

Find out why you should care and pledge to go vegetarian. Log in with your Facebook account and release the saved fish into your virtual ocean. Every week that you stay vegetarian, add one more.

Find your friends, vegetarian recipes and local restaurants, discuss the issues and check out the oceans of others... then share yours with your friends.



# Full Circle

Full Circle delivers more than fresh produce to your doorstep. They deliver the farm experience and help the busy Seattleite parents teach their kids where their food's actually coming from.

Branded picnic tables in locations where *Full Circle* delivers fruits and vegetables.

Check in. Check your results. Share the location.

foursquare™



Play the games

shoot your dime

10 things have changed!  
can you find them?

ENJOY your lunch

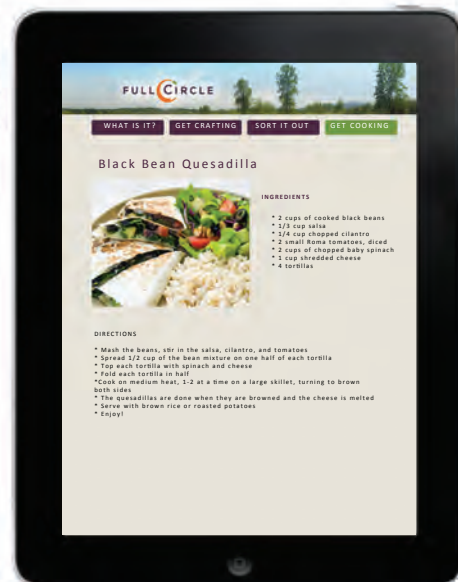
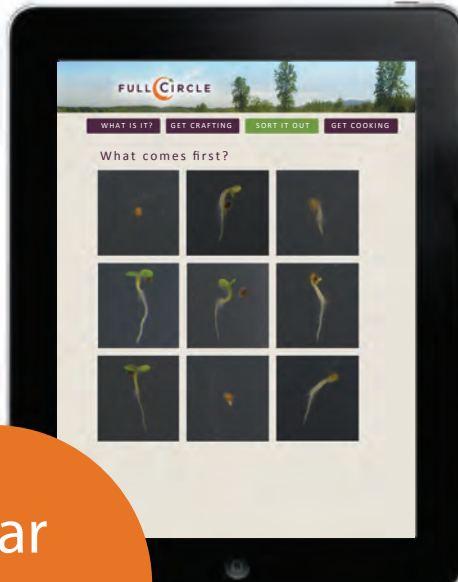
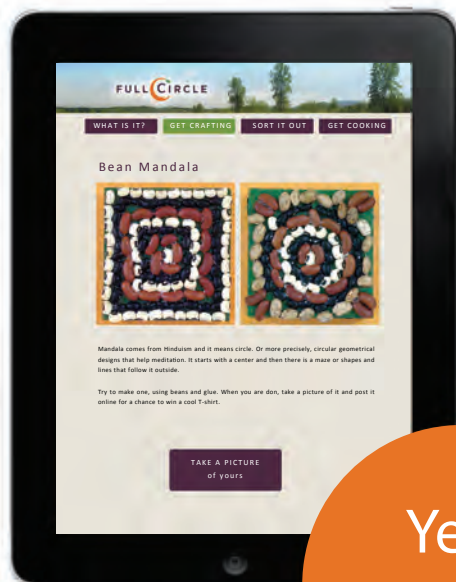
Match the Shadow

shoot your dime

Watch the real carrots grow and learn about them

Talk to the parents





Year @ the Farm

For example, the first week in April is all about beans. Every child will receive a bag of beans (a lot of small ones and one big lima bean) and that week's app will teach them about the life cycle of the bean, they will grow one on the window, they will make a craft, play a game, and cook black bean quesadillas.

Do you know the fruit inside and out?



*Cut it out.*

*Find the matching pairs.*

*Take a picture of it.*

*Send it to [fruit@fullcircle.com](mailto:fruit@fullcircle.com)*

*Get a free box of fruits and veggies.*

We do. We have been growing it our whole life. Now, we deliver it to you along with a real life farm experience through our Year@the Farm program for children 0-12. Try it out. They're going to love it.



FROM OUR FAMILY TO YOURS

Experience the *Year@The Farm* in your neighborhood. Local artists (and volunteers) will transfer a sidewalk into a vegetable playground for the kids of all ages.

Check in and promote it among your friends.



Count the peas & Squish the tomatoes



Hop the pod



Jump the onion



Follow the bean



# Bamboo Bike Project

Bikes are fun but in Africa they are more than that, they are a necessity. That's why BBP teaches locals to build them themselves, using ever-present and cheap resource: bamboo. We raise awareness by Bushmen-inspired posters and you raise awareness and money by biking.

Imagine raising money for locals in Africa by doing the same thing you do every day—biking. Well, now you can. Introducing Bamboo Bike Project.

**RunKeeper** Find: Routes Races FitnessClasses Apps Support | Store Your Profile

Become **RunKeeper ELITE**

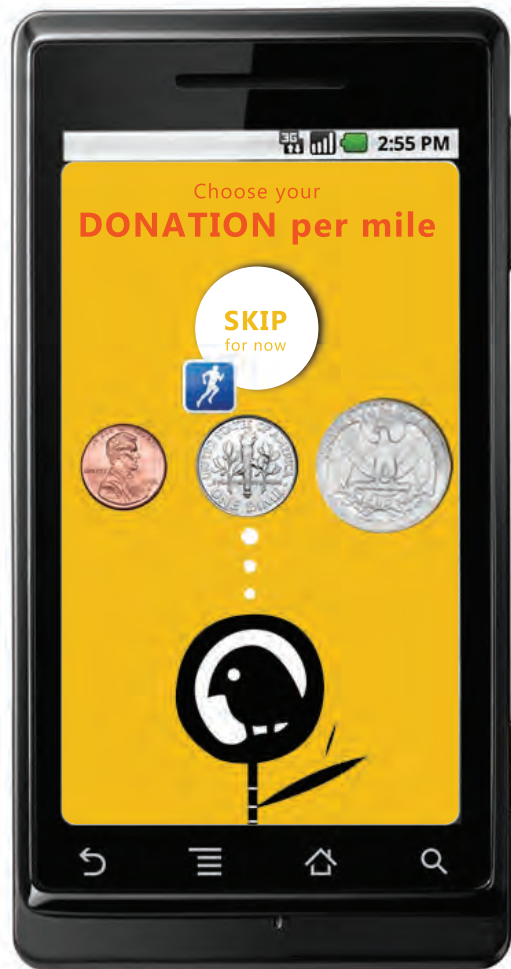
### Find Routes

Activity Type: cycling Location: bbp Route Distance: 5 mi. **Submit**

#### Search Results

- Bicycle Center to Pam's**  
Route Distance: 4.52 mi.  
Activity Type: Cycling  
[Add to your routes](#)  
Raised \$85
- Bike Home From Work**  
Route Distance: 5.41 mi.  
Activity Type: Cycling  
[Add to your routes](#)  
Raised \$12
- UW - NOAA**  
Route Distance: 5.46 mi.  
Activity Type: Cycling  
[Add to your routes](#)  
Raised \$24.8
- The Lakes to Bellevue Library**  
Route Distance: 4.73 mi.  
Activity Type: Cycling  
[Add to your routes](#)  
Raised \$116
- The Lakes to Lincoln Square**  
Route Distance: 5.16 mi.  
Activity Type: Cycling  
[Add to your routes](#)  
Raised \$13.5

Just choose one of the BBP routes on RunKeeper (on a website or on your phone) and add it to your favorite routes.



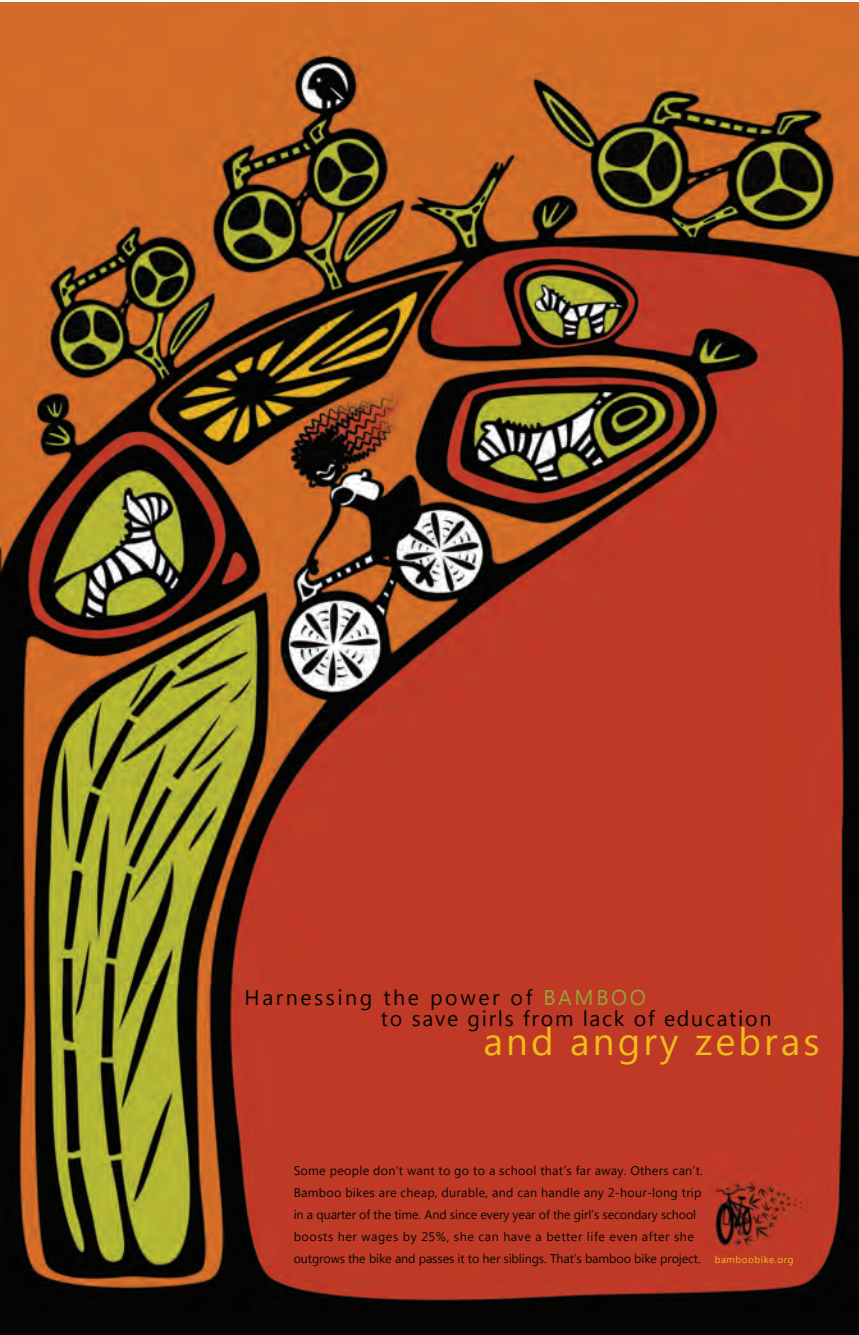
Whenever you bike it you can choose how much money you will donate for each mile you bike.



You can then compare your time to the others who biked it and post your results (and trophies) on Facebook.

You also get to know Africa a little better every time you do...you receive postcards, pictures and videos, articles and other interesting stuff...which you can share with your friends or save to your African diary which can be then downloaded as an e-book or printed out as a real guidebook.





Harnessing the power of **BAMBOO**  
to save girls from lack of education  
and angry zebras

Some people don't want to go to a school that's far away. Others can't. Bamboo bikes are cheap, durable, and can handle any 2-hour-long trip in a quarter of the time. And since every year of the girl's secondary school boosts her wages by 25%, she can have a better life even after she outgrows the bike and passes it to her siblings. That's bamboo bike project.



[bamboobike.org](http://bamboobike.org)

ILLUSTRATION: Catherine Bassova  
POSTER | Bamboo Bike Project



Freeing the power of **BAMBOO** to fight unemployment  
and family gatherings

Getting a job in Africa is difficult. And walking for hours to get to it does not make it easier. Bamboo bikes help people get to their jobs faster. They also help them get their 100-pounds of crops to the market or carry people for a small fee. And since they are built by locals, people benefit from them even before they put them together. That's bamboo bike project.







Releasing the power of **BAMBOO** to take medications to sick children  
and girls on dates

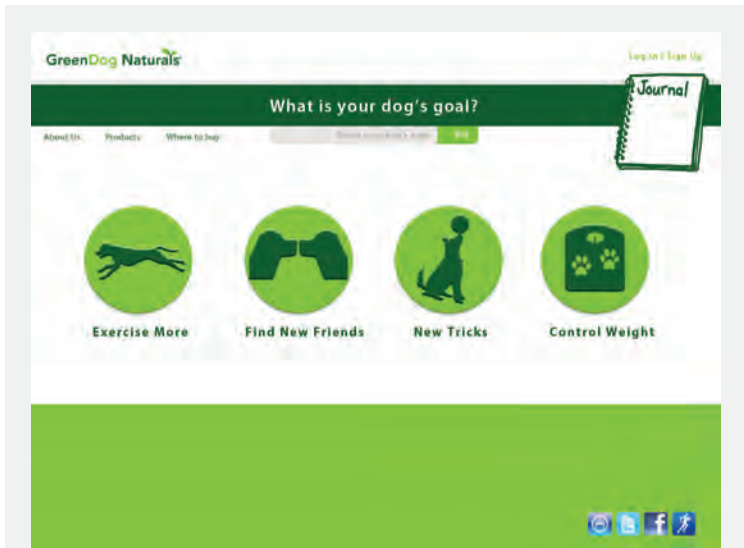
We can't change the fact that kids get sick. But we can help doctors get to them in time. Bamboo bikes are cheap, fast, and durable. They can carry doctors and medications to even the most remote villages. And as a result, four times more children can be saved each day. That's bamboo bike project.



ILLUSTRATION: Catherine Bassova  
POSTER | Bamboo Bike Project

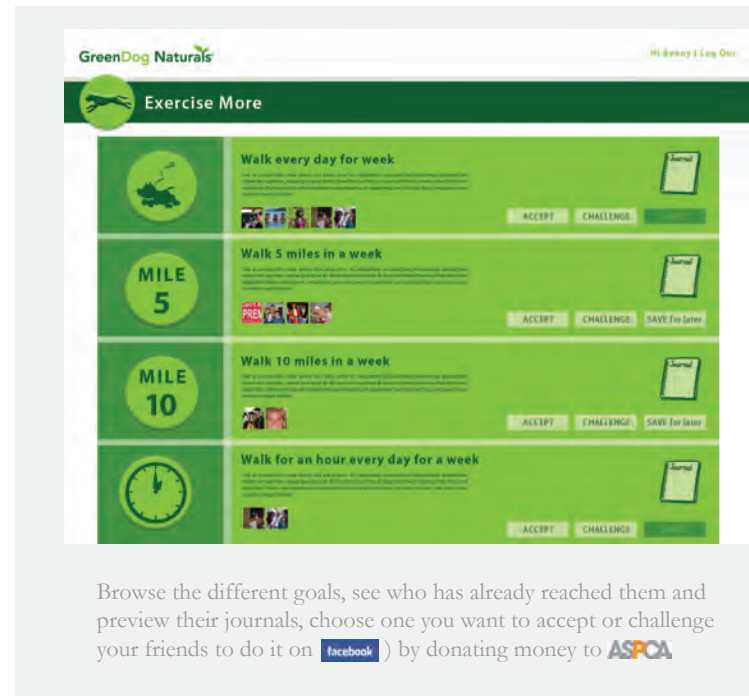
# Green Dog Naturals

Does your dog need more exercise, discipline, or play dates? Does he need to lose weight or is he easily bored and needs new tricks to keep him busy? We help you fill all of these needs.



Microsite that helps you set new goals for you and for your dog. You can choose category that best suits you, track your progress, challenge your friends, view and share results.

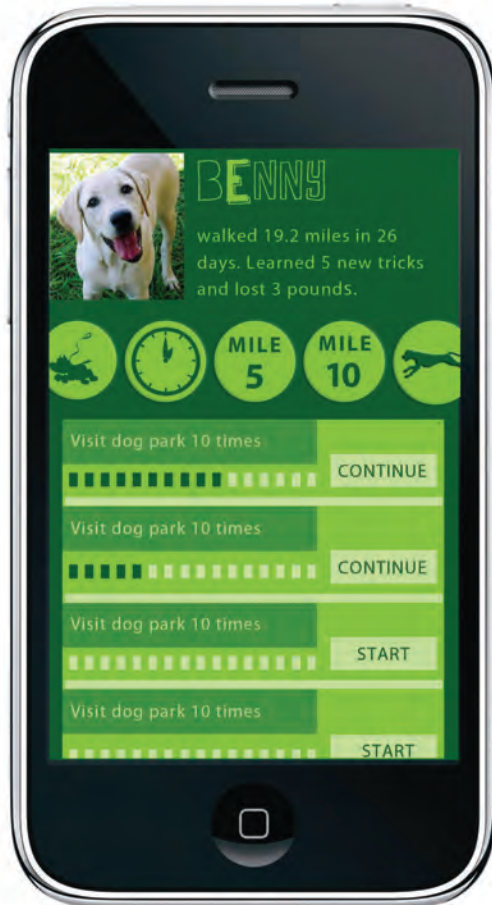
Earn badges and customized coupons for the goals you reach.



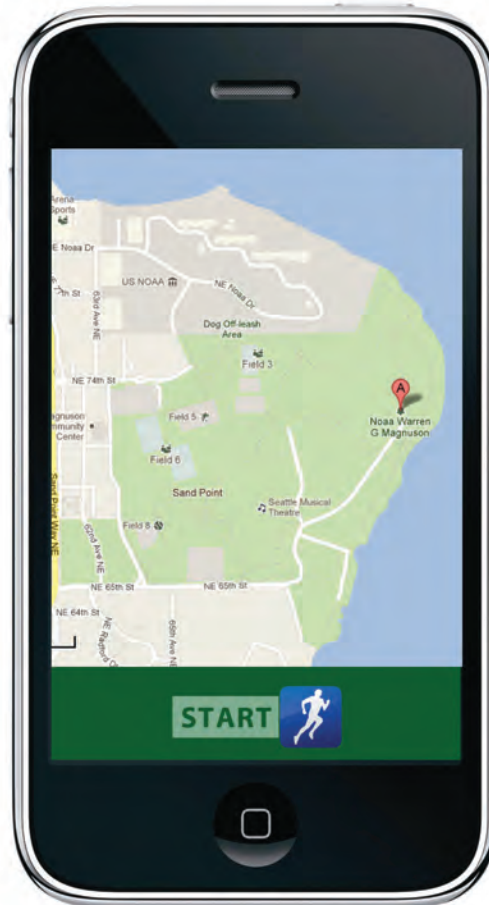
Browse the different goals, see who has already reached them and preview their journals, choose one you want to accept or challenge your friends to do it on [facebook](#) by donating money to [ASPCA](#)



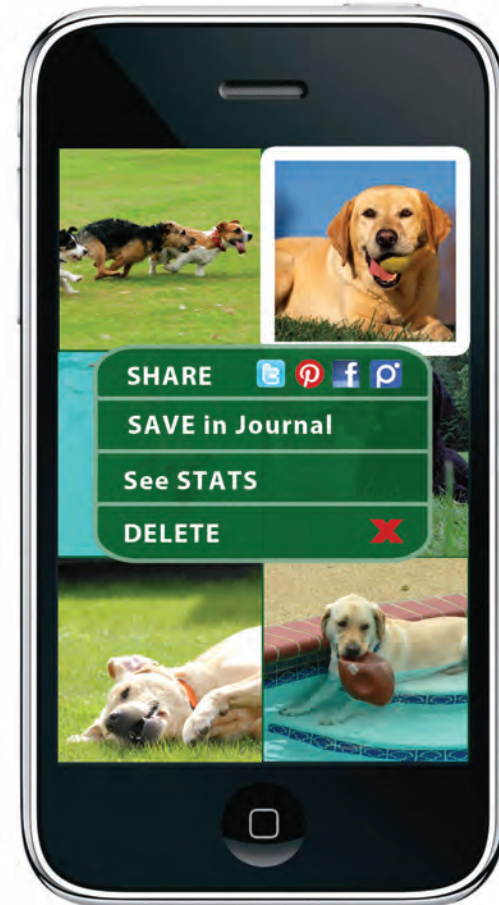
Track your progress with our smartphone app. Take pictures, videos, track your walks, check in at dog parks. Then combine it all into a beautiful scrapbook that you can share with your friends or print out as a photobook.



See the goals your dog is working on and the ones you plan on starting with him in the future.



Track the walks with RunKeeper or check-in at dog parks through Foursquare.



Take pictures and videos. Share them and save them for your scrapbook.



2D dog statues that help other dogs to achieve their goals.

- Scan the tag
- Watch a video on how to teach your dog
- Follow it
- Upload video or photo
- Earn a badge



Or use it as a photo op  
and share it with your friends

YOU  
**SCRATCH**  
AND HE  
**SNIFFS**



Scan the QR code to see  
what card games you  
can teach your dog.



**GreenDog Naturals**

helping your dog reach his goals