

## QUALIFICATIONS

Extensive experience in visual design across multiple channels

Creative team management with a strong focus on creative strategy and experiential design

Ability to clearly and confidently identify client needs, meeting or exceeding a Return on Initiative

Effectively coordinates staff, vendors and suppliers to successfully complete the project under tight deadlines

Encourage a team environment that promotes growth and pushes individuals to higher levels of excellence

## SKILLS

Photoshop, Illustrator, InDesign, QuarkXpress, Filemaker, Premiere, After Effects, SketchUp, Microsoft Word, Powerpoint, Excel, Keynote, Prezi, Acrobat, Axure, Sketch, InVision

Extensive knowledge in traditional and digital printing, presentation design, UX design, photography, large format graphics, trade show exhibits, responsive web design, digital signage and video production

## OBJECTIVE

To apply my years of success in building brand and marketing campaigns into memorable experiences with an organization that will challenge my creativity, encourage my personal growth, and allow me positively impact success and profitability

## EXPERIENCE

6/15 - 2/20

### **Wits' End Productions - Roswell, GA**

*Senior Art Director*

- Implemented an in-house creative department for a multi-million dollar event production and communications firm
- Increased creative services revenue by 40 - 50%
- Researched and proposed a company-wide management system that increased efficiency and reduced projects costs by 10 - 20%
- Elevated level of creative offerings on par with our clients agencies which opened nearly \$2 million in new revenue
- Doubled staffing in creative department
- Manage all aspects of production including vendor selection
- Work directly with account executives on creative strategy and pitches increasing new business by nearly 25%
- Established and expanded marketing presence to include: trade shows, sponsorships, ads and company website
- Doubled the company's trade show offerings

2/14-6/15

### **State Farm Insurance Company, Dunwoody, GA**

*Digital Art Director*

- Consulted and aided in the establishment of a new digital department for a Fortune 500 company
- Oversaw all digital projects for a team of 75 visual and UX designers for visual consistency and user experience patterns to ensure brand compliance
- Implemented and lead a quarterly "Innovation Day" for staff to brainstorm and conceptualize technology centered ideas that will promote the State Farm brand as well as gain new customers and maintain current policy holders
- Pioneered and fostered interdepartmental relationships for a newly formed department
- Innovation initiatives that led to three U.S. patents
- Involved in focus groups and internal usability testing lab for gauging consumer feedback on initiatives and overall user experience
- Doubled team efficiency by leading implementing of Agile processes and team structure
- Initiated and mentored on HFI standards

# KEN

/spin-dôr/

## Experiential Creative Leader

### EDUCATION

Lean UX Workshop  
Jeff Gothelf, Atlanta, GA

Sterling Ledet & Associates  
Apple Final Cut Pro and  
After Effects Training

Google SketchUp Training

Dale Carnegie Training Course  
Public Speaking, Communication,  
Management Skills

Savannah College of Art and Design  
Bachelor of Fine Arts  
Major: Illustration  
Minor: Graphic Design

### EXPERIENCE

11/08-10/13 **Access TCA, Duluth, GA**  
*Art Director/Meetings & Events*

- Lead visual creative for a multi-million-dollar corporate meetings and events company. Specializing in medical and pharmaceutical clients.
- Established an in-house creative department nearly doubling creative services to include video production and animation as well as UX design
- Coordinated hiring of freelancers and consultants, as needed
- Strategized with clients for event or meeting goals to develop a creative strategy that includes internal and external promotion as well as visual theming
- Researched, selected and negotiated with vendors
- Worked directly with sales executives on pitches that resulted in over \$12 million in new business over 5 years

3/97-11/08 **Access TCA, Duluth, GA**  
*Creative Director*

- Oversaw all 2D and 3D design for a leading international exhibit company
- Contributed to sales growth (\$12 million to more than \$60 million in 10 years)
- Managed and mentored a staff of 12 (3D designers, graphic designers and graphic production team) with a strong focus on integration of marketing and creative strategy
- Pioneered a successful new museum division which paved the way for nearly \$3 million in new business
- Encouraged an open environment that is less departmental and more team-focused
- Coordinated ongoing education of designers
- Fostered ongoing marketing initiatives which included publications, sponsorships and company website
- Hired freelancers and consultants, as needed
- Worked with clients and creative agencies to develop comprehensive marketing strategies designed to maximize the impact of trade shows, including theme, design/development of invitations, web and digital applications, brochures, ads, logo design, multimedia and video
- Added video animation and UX design to creative offerings, keeping nearly \$2 million worth of annual revenue in-house
- Worked with Account Executives and Sales Director to develop effective client pitches resulting in 80% growth over 10 years