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business experience

- > Provide award-winning, results-oriented design work
- > Help develop and manage strong brands for clients
- > All aspects of completing a project from start to finish
- > Build client relationships
- > Implement efficient systems
- > Manage people, projects, resources, and vendors
- > Presentation of creative to clients
- > Estimate and invoice projects
- > Hire staff
- > Efficient in Mac OS 10.4, Adobe CS3, Microsoft Office, minor technical issues, and other various applications
- > Extensive experience with Basecamp and Creative Manager Pro

project experience

- > Conceptual brainstorming
- > Brand development
- > Advertising campaigns
- > Collateral materials
- > Tradeshow booths and graphics
- > Interactive design – web sites, email blasts, advertising, etc.
- > Directing photoshoots
- > Minor photo retouching
- > Identity systems and guides
- > Packaging

experience

art director @ triad communicaitons

11.2007 to Current ~ Akron, Ohio

Manage day-to-day projects and deadlines within the creative department, review work and provide feedback to other designers. Work with clients on projects to ensure a succesful outcome.

creative director @ cohn marketing

4.2002 to 10.2007 ~ Denver, Colorado

Oversee all aspects of the creative department, ranging from small details like day-to-day projects being completed on-time and on-budget, to big picture objectives such as helping clients develop solutions that build and create their brands. Additionally, play an active part in company management.

creative director + owner @ greyspace studio

3.1999 to 4.2002 ~ Denver, Colorado

Oversaw all aspects of the company; financial, new business, and delivering great print and web design solutions to our clients.

graphic design instructor @ platt college

3.1999 to 5.2001 ~ Denver, Colorado

Instructed students in subject matters ranging from creative thinking to basic design principles to advanced typography and layout.

art director @ the exline agency

8.1997 to 3.1999 ~ Denver, Colorado

Involved in all aspects of the creative department's responsibilities. Worked on projects as simple as production layout to creative conceptual work for collateral materials and campaigns.

graphic designer @ smiley/hanchulak

11.1996 to 8.1997 ~ Akron, Ohio

Primary responsibility was working on production projects for large companies. Occasionally involved in art direction on various projects.

graphic designer @ brubaker & associates

5.1995 to 11.1996 ~ Hudson, Ohio

Involved in almost all aspects of the creative department's responsibilities. Worked on projects as simple as production layout to creative conceptual work for collateral materials and campaigns.

education

the university of akron

8.1990 to 5.1995 ~ Akron, Ohio

BFA, Graphic Design. Completed courses with an overall 3.0 GPA.

Member of Sigma Pi Fraternity. Various intramural sports activities.

**detailed work history
on following pages**

DETAILED WORK EXPERIENCE

Cohn Marketing, Denver, CO, 04/02 – 10/07

A brand driven, full-service marketing agency founded in 2001. Agency has grown from 3 employees to over 20 in past 5 years.

Creative Director / Stockholder

Functioned as creative leader on all accounts and projects requiring creative services while growing and guiding the art department from a single person to an internal team of five artists, multiple freelance artists, and several independent writers. Worked with all members of the account services team in aspects such as strategy, planning, and client relations. Appointed to agency management team and led on several company initiatives and system implementations. **Recent career highlights:**

- > Integral to the success of landing the agency's largest client, **Developers Diversified Reality**, and growing the relationship from a singular point to a multi-faceted partnership between client and agency. Led award-winning creative on specialty center campaign (15 centers nationwide), corporate brand campaign (first ever for the company), and Puerto Rico center campaign (executed in Spanish for 18 island locations).
- > Oversaw development and execution of award-winning, green building and sustainability walking tour, for **Forest City Enterprises** development **Northfield Stapleton**.
- > Key member in building highly successful direct mail campaign, converting elite airline passengers from competing airlines, to **Frontier Airlines**, with a response rate over 7%.
- > Crafted a new brand and comprehensive marketing kit from the ground up for international franchise, **FasTrack Kids**, and launched in under 90 days. Process included developing brand concept, copy, a week long photo shoot, and building of all applications to be handed off to client in print and electronic format.
- > Redesigned MAXI award, for the **International Council of Shopping Centers**, which was celebrating its 50th anniversary of being the world's largest retail real estate trade organization.
- > Created and launched, award-winning, brand for **Mont Blanc Gourmet** which in turn helped propel them onto the Inc. 500 List two years running.
- > Essential team member in landing new business account, **FLO Water**, and creating their first PET (plastic) bottle to be taken to market.
- > Lead artist on creating and launching a new campaign for the **City of Golden**, Colorado, Economic Development Commission, which increased sales tax receipts considerably (15%+) over the year.

Greyspace Studio, Denver, CO, 03/99 – 04/02

Design boutique dedicated to providing great creative solutions and top of the line customer service. Founded in 1999 and merged with Cohn Marketing in 2002.

Creative Director / Owner

Functioned as creative leader on all projects, handled all account service needs, new business development, and financial aspects associated with running the company. **Highlights include:**

- > In just over 2 years grew the company from a two person operation to a five person shop with just over **\$500,000 in billings**.

- > Successful creation of the state's most dynamic tourism based web site at the time, **Colorado.com**.
- > Developed a new brand for the mountain ski resort **Town of Vail**.
- > Created and launched first marketing pieces for fast growing food preparer, **Sushi Redi**.
- > Developed new online identity for **The Rocky Mountain News**.

The Exline Agency, Denver, CO, 08/97 – 03/99

Full service advertising agency with a focus on public relations.

Art Director

Operated as a critical member of 4-person art department. **Highlights include:**

- > Primary designer in the Rocky Mountain Region for **Burger King** promotions.
- > Main designer on creating brand look and collateral materials for **Aris Vision Institute**.
- > Execution of all materials related to **PCS '98** (Personal Communications Showcase) Tradeshow, including layouts in 8 different languages.

Smiley/Hanchulak, Akron, OH, 11/96 – 08/97

Full service advertising agency with a focus on B-2-B clients.

Graphic Designer

Quickly promoted member of design team during tenure. **Highlights include:**

- > Shortly after signing on, awarded art director responsibilities on Gentek account, creating all new sales materials and directing extensive photo shoot.
- > Designed award-winning, call-for-entries poster for the 1997 **Collegiate Inventors Competition** sponsored by **Inventure Place**, the National Inventor's Hall of Fame.

Brubaker & Associates, Hudson, OH, 15/95 – 11/96

Advertising agency with a rich history in the region.

Graphic Designer

Key member of 2-person design team. **Highlights include:**

- > Developed design and oversaw freelance artists on creation of 300-page catalog for **Cleveland Twist Drill** in first position out of school.
- > Lead designer on a contemporary design solution for **Matco Tools** sales kit.
- > Created a new, powerful, graphic look for **Universal Electronics** product kit.