

**PROFESSIONAL
PROFILE**

Creative, self-motivated, team orientated, detail and deadline focused, client service dedicated, hands-on **Senior Art Director with over 10 years experience** in creative strategy, concepting, visual design, and brand development for both the business-to-business and business-to-consumer arenas.

**PROFESSIONAL
EXPERIENCE:***danfinchdesign***10/08 – Present: Independent Art Director & Interface Designer****2008 – Present**

- **Creative print & interactive design:** Work includes creative strategy, concepting, visual design, and brand development for a variety of B2B and B2C clientele. Project work includes flash movies and invitations, website, banner ads, html eMails, interactive newsletters and landing page design and development; brand creation and execution of matching collateral, brochures and ppts; and print campaign creation, design and production for a multitude of industries such as education, technology, consumer goods, law, investment, real estate, public relations, marketing and communications, and arts & entertainment.
- **Managerial:** Solely responsible for all new business development including RFP response and presentation, client and time management, resource allocation, account maintenance, creative conceptual treatments, project quotes, invoicing, production management with outside vendors, and creative lead on all client interactions.

Partial client list: Kaplan Higher Education, whereivebeen.com, Benjamin E. Sherman & Sons, Center For Competitive Management, Elite Brands of Colorado, Chicago Ensemble, Visualized Concepts, Gaia Tech, PowerPlay Solar, Catalyst Group, AED Communications

2000 – 2008*Brukoff-Chaffee Marketing, Inc.: Chaffee Group, Chaffee Interactive, ePublishing***01/07 – 12/08: Creative Director & Senior Interface Designer****01/04 – 12/06: Senior Art Director, Interface Designer & Production Manager****01/02 – 12/03: Art Director, Interface Designer & Production Manager****04/00 – 12/01: Graphic Designer & Production Manager**

- **Creative design:** Oversaw all creative strategy, concepting, visual design, and brand development. Managed and reviewed all creative work for this boutique agency from from the initial RFPs and client goal assessment through final production. Contributions ranged from strategic planning, creative direction and art direction to graphic design, coding and production management for both B2B and B2C clientele.
- **Cross-platform campaigns & brand management:** Creating and maintaining brand consistency between the client's advertising, PR, marcomm, Web development and online marketing campaigns on a local, national and international scale.
- **Interactive design:** Information architecture, interface design and coding of sites using HTML, XML, CSS, Flash, content management systems and search engine optimization and analytics best practices.
- **Online marketing design:** Maintaining brand consistency while creating strong conceptual campaigns.
- **Team management:** Managed, hired and developed the creative department (composed of full-time creatives and freelance employees) with a strong focus on communication, creative independence, project ownership, product quality and efficiency. Developed team members' skills by identifying and providing necessary training, coaching and mentoring. Increased intradepartmental consultation and communication. Attended weekly agency meetings to report on and discuss project status and overall client management.
- **New Business Development:** Created and presented new business presentations, RFP responses, and client development materials.
- **Client management & training:** Built trust between client and design department using strategic client interaction touch-points, continuous account maintenance, as well as executing client training (e.g. content management system administration seminars).
- **Production management:** Prioritizing design deadlines, cost-effective deliverables, and quality control including press checks.

Partial client list: Stewart Title, Stewart Title of California, Key Bank, Sprint Broadband Direct, CelebTV.com, Positive Networks, RSMR Global Resources, HSA Commercial Real Estate, MGLAW, AIRE (Association of Industrial Real Estate Brokers), BOMA Chicago, Duchossois Industries, AMLI Commercial Properties Trust, Peak Construction, TCB Developers

**EXPERIENCE
CONTINUED:***DAC Marketing, Inc.***10/98 – 02/00: Graphic Designer & Production Manager****1998 – 2000**

Designed, reformatted and standardized layout for two monthly lifestyle publications (each with a 10,000 to 15,000 circulation) and created advertisements and advertorials.

PROJECT WORK:

Brand strategy / campaign strategy, logo creation, information architecture, interface design, HTML and CSS site coding, search engine optimization, interactive banner advertisements, landing pages, Flash movies, e-newsletters, HTML e-mails, magazines, print advertisements, collateral materials, brochures, newsletters, direct mail, posters and banners, flyers, invitations, tradeshow materials, premiums, signage, RFP and presentation materials, and media kits.

SKILLS:

MAC: Proficient • PC: working knowledge

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Acrobat), HTML, XML, CSS, Flash, Quark XPress, MS Office with working knowledge of action scripting 2.0, SEO best practices, Drupal, and Word Press.

EDUCATION:**Northwestern University**, Evanston, Ill.
Bachelor of Arts, June 1998**Digital Bootcamp**, Chicago, Ill.
Quark XPress, Photoshop & InDesign: Certified