

## Creative Director

Manager • Graphic Designer • Illustrator

Accomplished Creative/Art Director, Manager and Graphic Designer with 18 years' professional experience as a Designer and Illustrator. Firm approach to art direction and managing, with a versatile approach to design. Work with clients to creatively visualize and develop their ideas and bring them to fruition.

- Creative Direction
  - Management
  - Staff Evaluation
  - Collaboration with Clients
  - Quality Control
  - Proofreading / Editing
  - Illustration & Animation
  - Design & Software Training
  - Print Design
  - Photography Direction
  - Special Projects
  - Strong Knowledge of Walmart
- 

## EXPERIENCE

**Acumen Brands, Inc. – Creative Director, Fayetteville, AR** 2014 – Present

*Projects:* Creative Direction and Web Design for Acumen Brands, their websites, emails and private label marketing.

*Partners:* CMT Television Network, City of Nashville, Pepsi, all major boot brands.

- Support Acumen by directing a large team of designers, copywriters and photographers that create A level work.
  - Primarily help to support Acumen's flagship brand Country Outfitter.
  - Provide Creative Direction to designers to achieve quality design.
  - Manage projects from turn-in from client all the way to final delivery.
  - Teach and inspire with new methods of creativity to push my team artistically.
  - Research competitors to learn their way of doing things... and then do them better.
  - Create storyboard drawings to aid photo team on large photo shoots.
  - Recruit and approve models for photography studio
  - Continuously updating my knowledge of design trends and competitors as well as software updates.
  - Meet regularly with other Acumen managers/directors to ensure that the company runs efficiently and cooperatively.
- 

**Ivie & Associates Inc. – Sr. Art Director, Bentonville, AR** 2011 – 2014

*Projects:* Creative Direction and Print Design for Walmart exclusively, Walmart Circular, FSI Ads, Proofreading, Web Design, Illustration & Animation, Promotions, Photography, Logo Work

*Partners:* Walmart, KSC Create, Williams Lea, ColorTek, Sam's Club

- Support Walmart with their weekly Circular, FSI ads and Special Projects (circulation of 45 million impressions per project)
  - Manage multiple teams of Ivie designers in direct collaboration with multiple Walmart teams.
  - Provide Creative Direction to designers to achieve quality design.
  - Manage projects from turn-in from client all the way to final delivery.
  - Actively involved in keeping team on schedule to deliver multiple deadlines each and every day.
  - Have worked within Walmart and have supported them on-site as well as off-site.
  - Responsible for delivering quality and accurate projects to the client.
  - Quality Control and Proofreading of large projects on a regular basis.
  - Design and Illustration on special projects
  - Continually training designers on new trends and software updates.
  - Continuously updating my knowledge of design trends and competitors as well as software updates.
  - Develop and maintain significant connections with wide-ranging network of B & C level executives.
- 

**Land O'Frost, Inc. – Manager of Graphic Art, Searcy, AR** 2000 – 2011

*Projects:* Creative Direction, Retail Package Design, Print / Web Ads, Point-of-Purchase Displays, Web Site Design, Illustration & Animation, Promotions, Photography, Logo Work

*Partners:* Walmart, Hasbro, Marvel, Mattel, Disney, Columbia Pictures, Fox, MGM, King Features, Meredith, Sargento, Borden

- Work with partner companies in cross promotions and developing promotional materials.

- Manage projects from initial concept to final delivery. Actively involved in setting up project schedules. Meet with vendors, clients and internal staff.
- Design concepts (sketches, storyboards) and final production on those concepts.
- Manage other designers (on staff or outside designers).
- Purchase digital assets (photos, illustrations). Set up studio time for TV / photo shoots.
- Proofreading / editing copy and press approvals (on- and off-site).
- Create budget for design department. Create financial reports and resolve billing disputes.
- Maintain connections with wide-ranging network of C-level executives.

---

**Rock Island Studios – *Graphic Designer / Digital Artist*, Wichita, KS** 1997 – 2000  
 High-end digital photography, photo manipulation, website creation, ad and catalog design, photo collages, photo restoration, fine art scans, fine art reproduction, and graphics for TV spots.  
*Projects:* Retail Package Design, Print / Web Ads, Point-of-Purchase Displays, Web Site Design, Illustration & Animation, Promotions, Photography, Logo Work

---

**Freelance – *Graphic Designer / Digital Artist / Illustrator*** 1997 – Present  
*Projects:* Hand & Computer Illustration, Logo Creation, Retail Packaging, Poster Design, T-shirt / Apparel Design, Flash Animation, Video Production, Website Design, Greeting Cards & E-cards, Murals, Display Booths, Photography  
*Clients:* DaySpring Greetings, Humane Society, Bradley Packaging, C&F Foods, Platinum Salon, Flight Training Center, Convacare Management, First United Methodist Church (Searcy), Dixie Divas,, Power Curve, Inc., Benson Worldwide Media, Land O’Frost, Inc.

---

#### EDUCATION & TECHNOLOGY

**Degree:** Bachelor of Fine Arts in Graphic Design • Graduated *Cum Laude* • *Wichita State University*, Wichita, KS

**Technical Skills:** Adobe Indesign, Dreamweaver, Acrobat, Final Cut Pro, Microsoft Word, Excel, PowerPoint

- **Adobe Illustrator:** Mastery Level – 14 years of experience
- **Adobe Photoshop:** Mastery Level – 16 years of experience
- **Adobe Flash:** Intermediate Level – 10 years of experience

**Hand Skills:** Illustration, Storyboards, Mock-Ups, Photography, Painting, Corrugated Design

**Eye Skills:** Proofreading, Editing, Color Matching, Color Mixing

**Management:** 11 years of managing in the field.

**Website:** [www.escapeartistdesign.com](http://www.escapeartistdesign.com)