

DeNARCUS
T. MILES
ART DIRECTOR
Graphic Design
production artist
Sr. DESIGNER
SUPER STAR!

WHO AM I:

I'm a passionate leader with a proven track record for translating complex ideas into slick, successful campaigns. I've managed and motivated interdisciplinary teams, both as official in-house go-to guy and the companies hotshot. I've built and managed projects from the ground up, worn every hat on the rack, all while floating like a butterfly and stinging like a bee. Don't let my clean lines and weakness for a nice watch fool you; this is all a plot for world domination, one brand at a time.

Key areas of experience include Creative Direction, Art Direction and Senior-Level Design in Print, Advertising, Identity, Branding, Brand Management, Photography and Photo Post-Production and Retouching. Yeah, so, I pretty much do everything.

Next stop: tackling that whole time travel deal.

WHAT I DO:

Creative Direction
Branding, Brand Management
Print Design
Illustration
Photo Masking/Compositing
Consumer Packaging & Product Design

Art Direction
Advertising
Editorial Layout
Photography/Photo A.D.
Photo Retouching
Copywriting/Editing

HOW I DO IT:

Adobe Creative Suite 5	Photoshop	Illustrator
InDesign	Acrobat	Quark XPress
Wordpress	PC Platform	Mac OSX

WHAT I HAVE DONE:

2001 - 2008 ART DIRECTOR/J C PENNEY CORP

- ~ Designed creative newspaper advertising for national and store brands following Marketing directives.
- ~ Responsible for creative concepts for retail advertising; worked with buyers and upper management to develop cost effective Pre-print advertising; art directed photo shoots; managed team creative staff.
- ~ Directed outside creative services: Choose location sites, Photo studios, Ad agencies, Modeling Services, Stylist, worked with models of all ages.
- ~ Designed fashion and home sets as well as still photography.
- ~ Managed the freelance and production artist, retouching/color correction instructions, along with checking digital color separations and press checks.
- ~ Worked closely with the V.P. of Marketing, Creative Director, Copy Writers/Chiefs and Project Managers to develop the brands, creative standards for the in-house photographers and studio to achieve maximum productivity and brand continuity.

2005 - 2007 CREATIVE DIRECTOR/BASIC MAGAZINE

- ~ Oversaw the design of all branding and advertising for our clients and ensured that the new branding and advertising fits in with the client's requirements and the image they wish to promote for their company or product.
- ~ Interpret a client's communications strategy and then develop proposed creative approaches and treatments that align with that strategy.
- ~ Fully responsible for the quality of the final creative work for print and was placed on the shelves of nationwide stores.

1997 - 2000 LAYOUT ARTIST/CIRCLE R GROUP

- ~ Created compelling layouts for print media. Pursued projects through all steps from conception to finish. Art directed photo shots, picked and placed film FPO, and confirmed.
- ~ Worked closely with the Creative Director to create television spots with The Jetson's for wireless phones and RadioShack campaigns with Terry Hatcher and Howie Long.
- ~ Worked with the team to create the Circle R Group logo.
- ~ Worked with the production team for type setting and photo placements and photo manipulation.

2009 - 2011 CONTRACT WORK

- ~ 2009 Freelance Package Designer/Pacific Northern
Created and produced watch boxes and display stands for retail stores and for sale using CS2.
- ~ 2010 Production Artist/Corning Cable Systems
Created and redesigned instruction manuals for field technicians using CS5.
- ~ 2011 Graphic Artist/Fashion Optical
Creating magazine ads and billboard pieces using CS5.

PRESENT

- ~ Graphic Art Designer/Elevate Group
Layout catalogs and graphics for clients such as Gaterade, Bed, Bath and Beyond, Sharper Image and JCPenney.
 - Work closely with the president to come up with new looks for the catalogs and portfolio.
 - Draw up storyboards and then produce photography for the layouts and catalogs.
- ~ Owner & Designer/DeKel Fashions LLC - www.dekelfashions.com
Design all the clothing and run the everyday operations of the company. Designed 3 full lines that are sold in a few big department store and a lot of small boutiques.

Recent project samples available online at
<http://www.wix.com/denarcus/miles>

Additional portfolio samples and project references available upon request.