



## **SiMPLE DESIGN** Kenosha, Wisconsin 1998 - Present

*A design/promotion agency.*

**creative director** Create brand-positioning solutions that speak with focus and clarity, simply. Ensure project deliverables meet and exceed the client's expectations and extends a brand's image. Develop striking, innovative packaging, identity, environmental design, advertising, promotion, video and web tactics for clients. Oversee client service, creative production and execution timelines while managing budgets and resources.

### **major achievements:**

- Grown and secured accounts with: Miller/Coors; Boston Market Corporation; McDonald's Canada; Bank of America; Coca-Cola North America; Acura; Wilson Sporting Goods; Kolcraft; RMC Inc.; Tucanos Brazilian Grill; Frankel; Genesis; Thomas, Tabor & Drazen Advertising; Webb, Scarlett & DeVlam Design, Oldham - Hirst Architects, and many more.
- Spearheaded new technology solutions to help clients expand sales.
- Boosted Boston Market's sales and competitively positioned them for purchase by the McDonald's Corporation after re-developing their branding and creating promotional advertising campaigns, in-store point-of-purchase materials, environmental design, and displays.
- Instituted all computer maintenance, guidelines, servicing, policies and directed budgets.

### **select awards & honors:**

- Successfully advanced as National Advertising/Promotion Print Agency of Record for the Boston Market Corporation from 1999 through 2003.
- Directed and consulted to other agencies upon Boston Market branding when Boston Market expanded internationally to Canada and Australia.
- Profiled in 2006's Greatest Hits of Corporate Identity, and 2006's Greatest Hits of Packaging.
- Honored with numerous international, national and regional Graphic Design Awards for promotion, corporate identity, web, point of purchase, packaging, signage and environmental design.

## **THE INTEGER GROUP** Lakewood, Colorado 1996 - 1998

*Leading international promotion agency with \$100M+ in annual revenues from Fortune 100 clients.*

**creative director** Managed/directed/delegated creative projects from conceptual stage through development with a team of 6 direct reports and support teams of over 50. Collaborated with account teams to identify client needs and establish project delivery dates. Developed budgets and produced estimates for all projects. Increased TIG's involvement and revenue through innovative design and technology utilization, helping TIG to become an asset to the client beyond producing traditional print/radio/broadcast promotions. Client work included: all brands of the Coors Brewing Company; US West/Qwest; Dish Network; Mastercraft Boats; Cybex Weight Training Equipment; Regional Coca-Cola; Boston Market; Colt Firearms; Volant Skis; Colorado Ski Country; Hill's-Science Diet Pet Foods and Southland Corporation (7-Eleven Stores), and many more.

### **major achievements:**

- Generated an increase in sales and more than doubled stock prices per share from \$26 to \$69 after revamping Boston Market's national promotions strategy and marketing collateral.
- Developed Coors' most successful internal sales promotion and most successful national convention.
- Generated national graphic standards on all of Coors Light's packaging, displays and promotions.
- Developed strategic branding direction for the launch of numerous Coors products and brands.
- Directly worked with Boston Market to develop their advertising, branding and promotional strategy.
- Created award-winning point of purchase, packaging, and environmental graphics for clients.



- Personally requested to attend Boston Market's internal meetings for national product introductions, branding, and strategic planning in lieu of TIG's account team. Additionally negotiated project budgets and timing with the client.
- Led design of the Coors' National Sales Convention, forever changing their approach to convention environmental design, product displays and traffic/wayfinding planning.
- Generated performance-reviews of art directors, writers, account, and support staff. Performed hiring and firing duties.

#### **GENESIS** *Denver, Colorado 1994 - 1996*

*International brand, strategy and communications consultancy specializing in identity, packaging, product, environmental, and web design services.*

**senior designer** Identified and executed design/branding needs and requirements for leading Fortune 500 clients. Crafted identity, packaging, displays, interactive, annual report, advertising, environmental and product design/brand positioning solutions. Client work included: Gatorade; The Circle K Corporation; Gerber; Steelcase; The Quaker Oats Company; Scott Sports Equipment; Schwinn Bicycles; Schwinn Fitness; USRobotics; Tyson Foods; Frontier Airlines; Ralston Resorts (*Keystone Resort Property*) and many others.

#### **major achievements:**

- Conceived/directed branding of Frontier Airlines "animal tail" graphics, one of the most recognizable branding solutions of any US airline and the first application of exterior large-scale ink-jet graphics on aircraft, allowing 3M to develop a new product and category.
- Innovated/designed/produced Genesis' first interactive presentation for gaining new business.
- Devised/directed/created Gerber's first interactive instructional/promotional CD-ROM on the care and feeding of babies.
- Facilitated the creation of branding design and positioning solutions for Gatorade and Quaker Oats' products and test products.
- Developed Genesis from a paper agency to a digital agency, providing new services and capabilities to their clients.
- Instituted computer policies, oversaw capital equipment purchases, and directed tech investments.

#### **ADDITIONAL HISTORY**

##### **creative director / consultant FRANKEL** *Chicago, Illinois 1993 - 1994*

- Developed on-premise consultant office within Frankel, broadening creative services to include not only print, but also branding environmental design, packaging, interactive and multi-media design solutions for Frankel's clients and outside direct clients.
- Created advertising that sold out one year's worth of ship production on the first day of appearing in the Wall Street Journal.
- Hand-picked by senior Frankel management to be on McDonald's Future Task Force, reporting directly to McDonald's CEO.

##### **senior designer FRANKEL** *Chicago, Illinois 1992 - 1993*

Produced promotions and new business pitches, providing concept, design and presentations for account teams. Client work included: Miller Beer; Old Style Beer; Target; United Airlines; Visa; Rollerblades; Dial; National Car Rental; Ringling Brothers; Sierra Antifreeze; Nuveen; Mattel; Virgin Games; Kraft; Nestle; The Discovery Channel; Andersen Consulting; Sunbeam; Toys'R'Us; NASCAR; IndyCar; Armor All; Cowboy Television Network; Hallmark Cards; Budget Gourmet; Hills Brothers; Met-Hotels; Federal Express; Ford Truck; McDonald's- Adult, Youth, Sports Marketing and New Products and many other Fortune 500 companies.

- Created logos/identity/packaging in addition to producing B2B, Consumer and Direct promotions.
- Established/designed/directed all of McDonald's worldwide graphics, signage and food photography standards and published the McDonald's Graphics Standards Manual. Completed the entire McDonald's Standards tasks within 9 months. Oversaw the production and installation of signage materials, managing a budget of \$10 million for the U.S.
- Initiated simplifying McDonald's menu, then developed the "Extra Value Meals" program, generating millions in new revenue from existing products. Creating a new standard within the QSR industry.
- Rocketed sales while saving McDonald's \$10M within the first week of launching "Extra Value Meals".
- Received over 15 internal "Best of the Wall" Frankel design awards.



**senior art director THE MARTIN AGENCY / STENRICH GROUP** *Richmond, Virginia 1991 - 1992*

- Creative lead for a new promotions department within a traditional advertising agency, expanding services to existing clients.
- Crafted entire promotional concepts, advertising and media campaigns for Fortune 100 perspective clients.
- Led and developed computer graphics, policies, training and methods, increasing The Martin Agency/Stenrich Group's revenue and productivity to their direct-mail/promotion division.

**senior art director FRANKEL** *Chicago, Illinois 1986 - 1991*

- Spearheaded computer-aided design for the Art Director's role at Frankel.
- Innovated developing computer solutions and multi-media as a new service to offer to existing and potential clients.
- The featured art director/designer in "Design in Chicago", a hard-bound design book spotlighting my work at Frankel.
- Led McDonald's into motorsports marketing, creating McDonald's first sponsorship in racing and race fan involvement, generating tens of millions of dollars of sales and generating McDonald's brand leadership in all motorsports.

**senior art director / assistant creative director HANDELAN PEDERSEN** *Chicago, Illinois 1984 - 1986*

- Devised advertising, promotions, packaging, illustration, design, identity and signage for Chicago's largest art studio's clients.
- Led project management for creative staff and negotiated timelines/deadlines for production with account/sales staff.
- Created project cost estimates for client approval.
- Assisted with performance-reviews and management of illustrators, art directors, and support staff.

**senior art director STARMARK** *Chicago, Illinois 1983 - 1984*

- Successfully created several business-to-business advertising and promotions for Starmark's clients that outpaced the client's production capabilities for the sales year.
- Created new business presentations with nearly 100% success in persuading new clients to sign on.
- Assisted in establishing a new internal photography studio, developed promotional materials, and created the studio's identity.

**art director / account executive SIMON PROPERTIES** *Indianapolis, Indiana 1980 - 1983*

- Graphic Artist on the first interactive touch-screen computer system in the US, providing data content, actions, and graphics.
- Created all advertising and promotions for the NBA Indiana Pacers.
- Spearheaded and created multiple award-winning retail campaigns utilizing advertising and promotion (*direct, print, radio, television and interactive*) for shopping malls, strip centers and outlets throughout the US. Also won a record amount of Simon internal "Simonized" awards.
- Assigned by Senior Management as the designer for the Simon family's personal special projects (*charity hosting, fund raisers, special events and parties*).
- Awarded collateral projects for additional Simon investments beyond retail advertising and promotions (*businesses, sports marketing and speculative projects*).

## EDUCATION

Bachelor of Fine Arts in Commercial Art  
Indiana State University, Terre Haute, Indiana  
Commercial Art Teacher's Assistant 3 years with a department office  
Chairman of various Student Activities and Campus Committees

## AFFILIATIONS

Society for Environmental Graphic Design  
American Institute of Graphic Arts  
iPhone Application Developer  
Art Director's Club of Denver (*Former Board Member*)