



perspectives **Albert Whitley**

Creative Direction + Brand Design Solutions = **Market Intelligence**

This PDF provides a brief snapshot of diverse range of complex business engagements along with dynamic marketing and creative strategies that have increased business ROI and brand initiatives.



The client absolutely loved the creative that we showed them and the project was a resounding success. Albert understands the complexity of working with a global brand like BMW. It takes a talented CD to work within the strict confines of BMW's brand while still offering fresh and thoughtful creative.

**Linh Ho | Senior Account Executive | Mastermind**

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## Navigation.

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Please note that the iDrive demos represented on this website may not be 100% representative of the actual user experience or functionality of the iDrive system.

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**An alliance made for the road ahead.**  
BMW and TomTom: The future of navigation.

**Powerful navigation, total coverage.**

The TomTom navigation system is available on all BMW 3 Series models. It features a 7-inch color display and a 3D map view. The system includes a real-time traffic information service that provides up-to-the-minute traffic data to help you avoid congestion. It also features a 3D terrain view and a 3D street view. The system is powered by TomTom's award-winning navigation software, which includes a comprehensive database of roads and points of interest. The system is also compatible with the BMW iDrive system, allowing you to control the navigation system using the iDrive controller.





**Change is not good: It's great.**

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**Fluids checked. Brakes checked. Map updated?**  
Ask a BMW Client Advisor about ordering your map updates today.

**Oil changed. Tires rotated. Map updated?**  
Ask a BMW Client Advisor today on how to order your map updates.



## Peer Perspective

The range of projects Albert contributed to were as varied as his diverse interests: print advertising, identity design, brand collateral, showroom experience design and implementation, and website architecture and design. I found him to be a well rounded professional who built on past experiences to find ways to innovate.

**J. Michael Matascik | Marketing Program Lead | Geiger**



GEIGER





## Peer Perspective

Albert displays an unabashed can-do attitude and willingness to do whatever it takes to drive toward success. His creativity goes beyond the average – he really takes the brand by the hand and leads it to the consumer, engages them and retains their loyalty.

**Drew Green | Talent Acquisitions Manager | Paladin**

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Select your skin tone



Select the color families you like



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See what your shades say about you

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## Peer Perspective

Albert has done an outstanding job translating client need into tangible design solutions. Albert is professional, detail-oriented and an absolute delight to work with. He has a wide range of design styles and approaches problems thoughtfully and conceptually.

**Cheyne Robinson | Creative Director | Razorfish**



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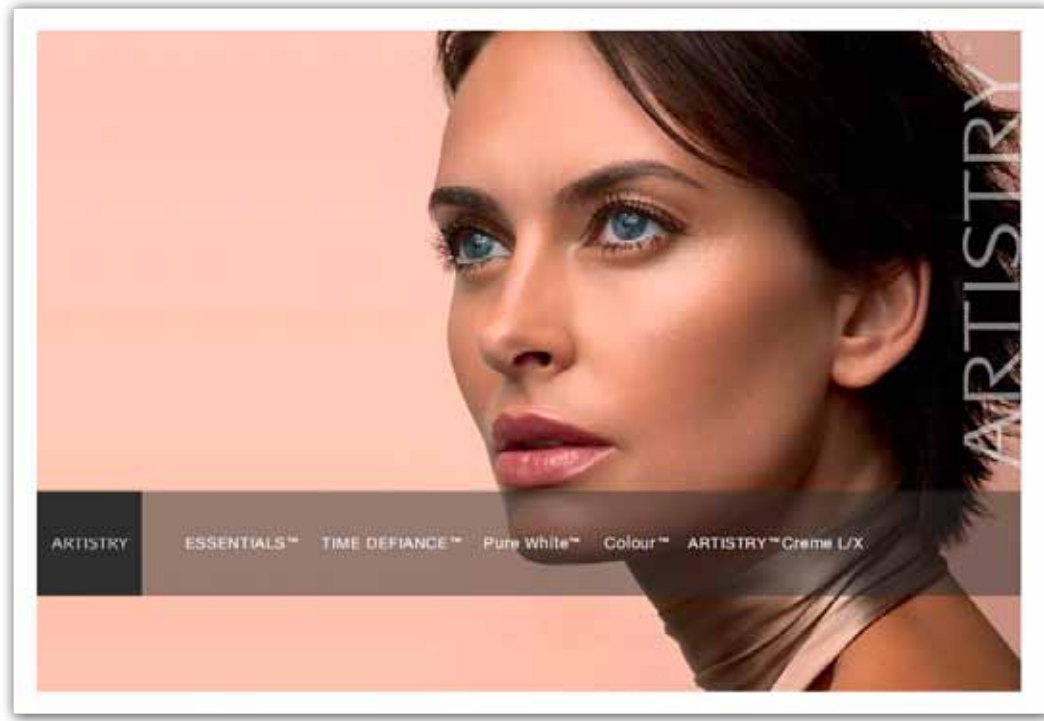
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Albert demonstrated excellent design technique in creating award-winning solutions. His resourcefulness and passion for the craft were an inspiration to his co-workers.

**Matt DeFrain | Associate Creative Director | Grant Design Collaborative**



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NUTRILITE

Why Nutrilite

Nutrilite Farms

Team Nutrilite

Nutrilite Community

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HOW MANY GOALS CAN YOU SCORE? KICK IT.

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ING TO NUTRILITE. DEFINING TE



1>> Watch him play and one thing is immediately obvious: Ronaldo is still a top of his class.

It's one reason why he's one of the world's best players to watch, and you know what? Ronaldo isn't alone. He's got a whole team of players who are just as good.

Ronaldo and his team have helped to make a name for the brand that's the leading in the market. It's about becoming the best in the world. It's about becoming the best of you.

Ronaldo



NUTRILITE. DEFINING TEAM NUTR



1>> What makes Team Nutrilite together is not just about athletic achievement. It's about passion for being and living life. It's not about achieving someone else's expectations. It's about achieving your own goals. It's about becoming the best of you.







TEAM NUTRILITE. DEFINING TEAM NUTR



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ValentéFrazier



His natural passion for design adds to his experience and insight into every project, allows him too see campaign in multiple brand channels. He offers creative design solutions that are relevant to the client needs and continues to exceed expectations.

**Jane Metcalf | VP Strategy | Sugar Cube Productions**

ValentéFrazier



valenté frazier's weblog



Live and on the web!



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ValentéFrazier

Valenté Frazier is represented by Kerl Barboza Associates. Please contact the agent for future assignments and accommodations.

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212.758.8888

For general inquiries

[info@valentefrazier.com](mailto:info@valentefrazier.com)



ValentéFrazier

For more information on the Valenté Frazier modeling agency, please contact the agent for future assignments and accommodations.



ValentéFrazier





Peer Perspective

Albert is a star in the making. An amazingly creative director that will be amongst the great designers of this century. His talent and integrity are unparalleled.

**Karen Alston | President | AM+G Marketing Communications**

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one  
year

a division of  
carter's®



up to 11 lbs.

**NB**

0-3 months



up to 11 lbs.

**S**

0-3 months

12-18 lbs.

**M**

3-6 months



rattle  
doll



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ThankYou





perspectives **Albert Whitley**

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