

ALBERT WHITLEY

CREATIVE DIRECTOR

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A stellar digital associate creative director with over 10 years of expertise creating immersive, memorable interactive experiences for world-class consumer brands. Adept in developing and delivering thought leadership and design solutions with big idea impact required to strengthen client market distinction and leadership position. Proven ability to build existing accounts and win new business with strong client relationships and ideas to excel their business need and success. Lead and inspire large creative teams at all levels, fostering innovation, excellence and accountability.

4+ years interactive art direction in interactive and traditional media. 10+ years in advertising, branding, collateral, interactive design, product design, user experience, social media and visual design.

Guest critic, educator and speaker at various design conferences. Recognized by leading design publications for high-caliber design from *Communication Arts*, *Graphis*, *Graphic Design USA*, and *STEP Magazine*.

PROFESSIONAL EXPERIENCE

Razorfish

Art Director 2010–present, Senior Designer 2007–2008

Responsible for concept development and execution of creative deliverables, which include creating and communicating concepts, implementing advertising/marketing strategies, and developing interactive design for various digital platforms.

- Developed winning creative pitch for Home Depot point of sale retail display.
- Lead creative for AT&T retail in-store mobile touch display.
- Instrumental in developing online brand standards for AT&T Wireless 3.0. Developed concepts for AT&T U-verse overarching ad campaign and executed mobile apps.
- Developed winning creative pitches for Nutrilite and Artistry Cosmetics.

Clients: AT&T, Amway Global, Artistry Cosmetics, Carnival, Kraft, Nutrilite and The Home Depot

Moxie Interactive, 2009 – 2010

Art Director / Senior Designer

Responsible for art direction, concept creation, branding, design, and production in a wide variety of styles for online media including motion storyboards, display ads, promotions, rich media, kiosks, interactive demos, mobile design, websites, social networking sites/Apps.

- Lead creative for Maybelline New York direct campaign and channel initiatives for Eye Studio and Color Sensational Lipcolor campaigns.
- Participated in competitive research and trend analysis for consumer health and beauty brands.

Clients: Coca-Cola, L’Oreal, and Verizon

AM+G Marketing Communications, 2006 – 2009

Creative Director

Senior director of creative, leading design, strategic direction and client presentations. Managed and recruit design team, instrumental in organization operations, business planning, new business development and risk management. Partnered with CEO on company operations.

- Pitched and won all client accounts. Increased global brand awareness and developed stellar brand design direction for the Washington DC Convention Center.
- Lead role in forging agency capabilities from brand design, experience design and interactive capabilities.
- Direct creative strategies and innovative creative solutions that resulted in 200% increase in company recognition in regional and national markets. Plus won the agency’s first design award.

Clients: Doyle Collection, DC Convention Center, DC Office of Human Rights, Faison Investment Firm

Mastermind Marketing, 2007-2008

Senior Art Director

Lead creative and strategic direction of various brand and marketing campaigns. Deployed creative strategies over multiple brand channels including consumer facing, CRM, direct mail, retail communications, interface design and e-commerce.

- Developed the winning pitch and lead creative for BMW iDrive product activation creative strategy.
- Secured \$1.3M in billings for future product activation accounts with Tele Atlas.

Clients: BMW, Rolls-Royce Motor Cars, Tele Atlas, Super Pages

Grant Design Collaborative, 2002-2007

Senior Designer

Provided art direction, graphic design, creative solutions, strategic research, and account management for various client accounts. Monitored coordination of client brand programs, facilitated purchasing decisions for client deliverables, and established and managed financial budgets.

- Oversaw concept, design, and production/fabrication process for client projects.
- Recognized for brand identity execution, Graphis Branding USA No. 3 Annual, Geiger International Brand.
- Product design/packaging featured article; 2007 STEP Inside Design Magazine

Clients: Adobe Systems, Blackberry Farm, Carter's, Contract Magazine, HBF Textiles, Geiger International, Herman Miller, Mannington Commercial, Mohawk Papers, Muzak, and Set Wallcovering Systems

EDUCATION

Bachelor of Fine Arts, *Graphic Design*, 2000
The Art Institute of Atlanta, Atlanta, Georgia

PROFESSIONAL DEVELOPMENT

Panelist, Typecon, Mentoring in Type Community, Atlanta July 2009

Business Writing, Emory University, Atlanta, GA, June 2006

Speaker, AIGA Leadership Retreat, Design and Cultural Diversity, Miami, May 2006

AIGA Leadership Retreat, San Francisco, May 2005

AIGA Design Conference, Boston, 2005

AIGA Power of Design Conference, Vancouver, 2003

TECHNICAL

Adobe Creative Suite 4, InDesign, Illustrator, Photoshop, Microsoft Office Suite, Keynote

Strong understanding: print production, flash, html, CMS, e-commerce, eCRM, emerging platforms, display advertising, photo and video productions

PROFESSIONAL MEMBERSHIPS

Member, CHI Atlanta, October 2010

Board, Society of Typographic Aficionados, June 2009-present

Board, AIGA Atlanta, May 2008-present

Member, AIGA, May 2004-present

Member, Type Director's Club, 1998-1999

HONORS

Feature, Dynacom Logo, Logo Lounge Shapes and Symbols Book Series, July 2011

Guest Critic, Ogilvy, Portfolio Night 8, May 2010

Judge, SkillsUSA, Graphic communication and advertising competition, April 2009, 2008

Speaker, "AIGA: Get Inspired!", seven minute DVD feature on design, 2008

Finalist, AMA-DC, Social Awareness, "I Speak" Campaign, 2008

Recipient, SEED Awards, Best of Print, Herman Miller, 2007

Finalist, Environmental design, Set Wallcovering System, 2006

Recipient, IIDA Creative Excellence Award, Product Design, Set Wallcovering System One, 2006

Recipient, New Product Design, Metropolis Magazine, Set Wallcovering System One, 2006

Recipient, IIDA Creative Excellence Award, Travel Exhibit, Geiger International, 2005

Recipient, 5W's Print Catalog Feature, STEP Magazine, Mohawk Fine Papers, 2004

Finalist, Environmental Design, Adobe, 2004

Recipient, Package Design, Graphis New Talent, McKuenstlers Whiskey, 2000