

Jeff Stanley

ART DIRECTOR/GRAPHIC DESIGNER

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SUMMARY

Advertising and design professional with visual expertise in providing materials for industries such as; retail, consumables, consumer electronics, healthcare, and education. A creative problem solver who uses strategic leadership and presentation skills to produce work to its highest caliber.

EDUCATION

BFA in Graphic Design, Kendall College of Art and Design

EXPERIENCE

FREELANCE ART DIRECTOR

TWENTY TWO 7/2007 – PRESENT

- Utilized design expertise to lead projects in advertising for print, digital and social media, publishing, packaging, collateral, corporate identity, and branding. Clients include; AARP, Walmart, Toyota, McDonald's, Hilton, National Geographic, and The March of Dimes.
- Interface with clients to assist with creative concept development and execution. Gained an understanding of client's culture by analyzing competitors to develop the most effective design strategy possible.
- Responsible for developing RFPs and obtaining and evaluating quotes for various projects.

ART DIRECTOR

MADDEN COMMUNICATIONS 1/2015 – 2/2016

- Managed a team of 5 designers in the development of creative POS materials for MillerCoors.
- Created briefs, conducted presentations and maintained relationships with MillerCoors clients.
- Provided creative guidance to the design and production staff in the creation of a variety of projects.
- Strong attention to detail and extensive knowledge of branding and strategy.

ART DIRECTOR/PROJECT MANAGER

SEARS HOLDINGS CORPORATION 3/2011 – 12/2014

- Designed in-store POS materials and digital elements for web and mobile for Kmart and their participating entertainment partners.
- Provided artistic direction to staff and outside vendors regarding Kmart's branding standards.
- Attended press checks to guarantee quality of printed materials.
- Ensured brand adherence and consistency of work while simultaneously managing timelines, budgets, and schedules.

FREELANCE ART DIRECTOR

TIGHE EDUCATIONAL PUBLISHING 10/2009 – 6/2010

- Designed textbook layouts for agency's client National Geographic.
- Performed photo art direction, image editing and retouching of selects for layout placement.
- Communicated with staff and outside vendors regarding client's requested revisions.
- Managed a staff of production artists in the process of building layouts to ensure consistency and quality of pages.

FREELANCE ART DIRECTOR

RR DONNELLEY 2/2009 – 6/2009

- Managed artistic team in the production of Walmart's "Great Value" line of food packaging.
- Acting liaison between the agency's account staff and the Walmart creative team.
- Developed solutions for streamlining the production process of 4200 Walmart packaging SKUs.
- Successfully managed projects from inception to completion while ensuring all client expectations were met.

ART DIRECTOR

AMBROSI AND ASSOCIATES 07/2000 – 7/2007

- Managed internal team of six designers and also managed the relationship with outside vendors.
- Developed and produced comps and presentation boards for general consumer and business-to-business advertising, direct marketing, catalogue, collateral, corporate identity and proofing.
- Represented the agency in press checks and photo art direction.
- Created layouts of preprints and ROPs for: Sears, Craftsman Club and OfficeMax.

SKILLS

Illustrator	●●●●●
InDesign	●●●●●
Photoshop	●●●●●
Dreamweaver	●●●●
Word	●●●●
Excel	●●●●
Power Point	●●●●
Keynote	●●●●
Komodo Edit	●●●●
Wordpress	●●●
After Effects	●●
Muse	●●
Sketch	●●

LANGUAGES

HTML	●●●●
CSS	●●●●
Actionscript	●●●