



SUMMARY: Creative and marketing professional with the ability to multi-task in a fast-paced, collaborative environment with minimum supervision. Comfortable interacting with all levels of an organization. Excellent problem solving and creative management skills. Able to make decisions independently and quickly react to any demands or situations. Extensive creative management and business development experience as well as college level teaching and curriculum development skills.

OVERVIEW:

- Master of Arts Degree, Graphic Design and Advertising, (SCAD) Savannah College of Art and Design
- Bachelor of Science Degree in Business Administration, Marketing and Management Concentration, University of Southern Indiana
- Adjunct Graphic Design and Multimedia Instructor at The University of South Florida
- Online Instructor and Subject Matter Expert for Rocky Mountain College of Art and Design and Southern New Hampshire University
- 20 Years Creative Management and Digital Media Design Experience in the Advertising and Education Industries
- 16 Years Interactive Multimedia and Web Design Experience in the Creative and Education Industries
- 10 Years Curriculum Development and Teaching Experience in College Level Visual Communications and Multimedia Design Programs
- Proficient in all Adobe Creative Suite Applications, Creative Development and Business Principles Including:

- Creative Management
- Web Design and Production
- Budgeting and Estimating
- Copywriting and Editing
- Project Management
- User Experience Design
- Brand Development
- Account Management
- Pre-Press Techniques
- Information Architecture
- Video Production
- Marketing Consulting
- Art Direction
- Digital Illustration
- WordPress/Joomla!/CMS
- Campaign Development
- Business Development
- Digital Photography
- HTML5/CSS3/jQuery
- Curriculum Development

EXPERIENCE:

Creative Director: W.E.Kirtley Creative

Present

Responsibilities include

- Conceptualizing, designing, and directing all digital media and web-based projects.
- Developing new account prospects and supporting current client base.
- Estimating, budgeting and costing of all projects originating in creative department.
- Managing and directing a freelance creative and account staff of six (6).
- Managing interns, freelance and contract suppliers for creative department.

* *Currently Subject Matter Expert and Adjunct Instructor at Rocky Mountain College of Art and Design and SNHU*

Senior Instructor in Multimedia and Design: ITT Louisville Campus

June 2005 - December 2012

Responsibilities included:

- Developing and initializing new course curriculum, program structure and assessments.
- Instructing students in the Multimedia, Visual Communications and CAD software.
- Grading and critiquing all submitted student work and assessments.
- Managing daily operations within the Visual Communications and CAD department.
- Delivering online content and curriculum via Blackboard Learning Platform

* *Creative Director for W.E.Kirtley Creative during teaching contract to stay current with creative industry trends*

Classes Taught: Visual Design Theory, 3D Modeling, Interactive Web Design and Production, Advanced Typography Digital Pre-Press, Page Layout Design and Production, Instructional Design, Portfolio Development, Animation Principles and Techniques, Video Editing and Production, SEO Strategies, User Interface Design

Creative Director: Vision Communications

January 1999 – June 2005

Responsibilities included:

- Conceptualizing, designing, and directing all printed media and interactive multimedia projects.
- Developing and supporting new account prospects and current client base.
- Estimating, budgeting and costing of all projects originating in art department.
- Managing and directing a creative staff of six (6) throughout the various stages of assigned projects.
- Managing interns, freelance and contract suppliers for creative department.
- Designing, producing and story-boarding video and multimedia presentations.
- Coordinating and shooting studio and location photography and video

* *Full-time instructor at University of Southern Indiana while at Vision Communications*

EXPERIENCE (continued):**Visual Communications Instructor: University of Southern Indiana** (adjunct and full-time)**January 2000 - June 2003***Responsibilities included:*

- Developing and initializing new course curriculum, program structure and assessments.
- Instructing students in the Digital Design, Multimedia and Visual Communications software.
- Grading and critiquing all submitted student work and assessments.
- Coordinating and designing promotional materials for the Visual Communications department.
- Managing and the University of Southern Indiana chapter of the Art Club.

*Classes Taught: Visual Design Theory, Web Design and Production, Advanced Typography
Digital Pre-Press, Page Layout Design and Production, Digital Photography.***Associate Creative Director: Concepts Marketing****June 1997 – January 2000***Responsibilities included:*

- Managing and directing a creative staff of seven (7) throughout the various stages of assigned projects.
- Conceptualizing, designing, and presenting printed media for assigned clients.
- Estimating, budgeting and costing of all projects originating in art department.
- Servicing existing and establishing new business prospects.
- Administering and updating Macintosh computer equipment and network.
- Managing freelance and contract suppliers for creative department.

EDUCATION:**Savannah College of Art and Design**

Master of Arts - Graphic Design & Advertising

*Earned a Master of Arts degree with a Graphic Design and Advertising emphasis.**Completed all course and requirements to continue on to the MFA program.**Awarded Merit Scholarship based on portfolio and teaching experience.***University of Southern Indiana**

Bachelor of Science Degree, Business Administration with Marketing and Management Concentration

*Earned Bachelor of Science Degree in Business Administration with Marketing and Management Minors**Employed full-time at Keller-Crescent Advertising while attending school.**Charter member and founding father of Phi-Delta Theta Fraternity on Campus.***MISCELLANEOUS:**

- Subject Matter Expert in Design Foundations for Rocky Mountain College of Art and Design and SNHU
- Adjunct Instructor in Design Foundations and Multimedia Design for Rocky Mountain College of Art and Design and SNHU
- Contributor and Design Consultant for Positive Impact Magazine
- Curriculum Development Consultant for Bellarmine University, Louisville, Kentucky
- Volunteer for Habitat for Humanity
- Tutor for Adobe Creative Suite Applications
- Winner - 1998 St. James Art Fair Poster Design Contest
- Winner - 2010 Gallopalooza, First Place, Foal Category
- Awarded Merit Scholarship based on portfolio at Savannah College of Art and Design
- Member of Advertising Federation
- Member of Graphic Design Association

PORTFOLIO:Online Portfolio and Sample Reel : www.wekirtley.com