



## SUMMARY

A creative director and designer with a love for layout, visual balance, and harmony in typography. I've worked on print and digital editorial projects, on the media side and at an agency, for gigantic brands, under the pressure cooker of corporate reviews, on monthly and quarterly deadlines, and for massive audiences. My work has won awards (17, but who's counting?), won new business for agencies, and won enthusiastic praise from clients and readers alike. I wake up every morning, happy that I can spend another day in the wonderful world of graphic design.

## SKILLS

### PROGRAMS:

Adobe Creative Suite  
Adobe After Effects  
Figma  
Adobe Acrobat  
Microsoft Office Suite

### CREATIVE:

Editorial Design/Page Layout  
Advertising Design  
Brochure/Collateral Design  
Infographic Design  
Motion Graphics

### LEADERSHIP:

Employee Development  
Strong Team Building  
Goal-Focused Mentoring  
Healthy Workload Distribution  
Relationship Building

### OVERALL:

Budget Management  
Creative Problem Solving Abilities  
Flexible and Adaptable  
Presentation/Communication  
Deadline Management

## EXPERIENCE

### HEARST AUTOS

ROAD & TRACK MAGAZINE

**DEPUTY CREATIVE DIRECTOR** // MARCH 2022 - PRESENT

- Part of a team of two who art direct and design the visually led, uniquely art directed print magazine.
- Continually cultivate new international photography and illustration talent to stay ahead of industry design trends.
- Create After Effects animations for digital versions of feature stories.
- Established and run the R&T art department IG social account, as a way of attracting new talent.
- Develop brand materials: R&T gear, clothing designs, decks, promotional and event materials as needed.
- Assist with digital story development and mentor junior digital designer.
- Maintain Figma document for full-team viewing during the design and editing phase.
- Color correcting, retouching, and profiling all art for print.
- Track progress, invoices, payments, and insurance for each shoot hired out.
- Production on photo shoots as needed.

### CAMPBELL EWALD

**CREATIVE DIRECTOR** // OCTOBER 2021 - MARCH 2022

- Part of a team of five directors that lead the agency's content team: oversaw the development of the creative assets (from concept through promotion), identify new business opportunities, and pitch new pieces of business to clients.
- Managed creative teams for Chevy's *New Road* print, digital, and social content; and OnStar social and site content.
- Developed and mentored a team of designers and ADs across multiple accounts: promoted strengths, developed skills, and created opportunities for growth.
- Worked with copy and account teams to translate client marketing objectives into creative executions and solutions, then worked with creative teams to develop necessary assets.
- Lead teams in brainstorming sessions, worked with designers/ADs to develop creative concepts and story boards.
- Prepared and presented new work to clients, and client leadership teams.
- Developed and maintained procedures to help create a structured, efficient workflow.
- Managed budgets for print and digital production, freelance, and retouching.
- Researched design/photography trends, created and developed relationships with new artists, refreshed agency talent pool, and maintained relationships with existing vendors.
- Conceptualized, produced, and directed photo shoots that pushed existing creative boundaries and expressed client's brand objectives.



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**CAMPBELL EWALD CONT.**

**ASSOCIATE CREATIVE DIRECTOR, DESIGNER // JANUARY 2019 - OCTOBER 2021**  
CHEVY'S NEW ROADS MAGAZINE

- Designed the magazine for the brand pitch that helped win the project.
- Managed a team of three designers: oversaw all stories from shoot concept phase through layout completion, helped each designer develop individual design styles, ensured that all images and layouts reflected the overall magazine style.
- Planned/directed photo shoots, and designed the main vehicle features for each issue.
- Redesigned the magazine to become more future-focused, more interactive, and digitally connected when Chevy's marketing strategy changed.
- Worked with editor to develop enriched digital experiences based on print stories
- Oversaw design of all digital applications and digital layouts
- Worked with edit and account teams to meet client objectives, review and handle client requests, and help develop brand strategies.
- Managed program budget and production schedules
- Worked with production team on color proofs when getting files prepped for printing; attend press checks

**SENIOR ART DIRECTOR, DESIGNER //**

CADILLAC MAGAZINE (FEBRUARY 2014 - NOVEMBER 2018)  
CHEVY'S NEW ROADS MAGAZINE (SEPTEMBER 2017 - JANUARY 2019)

- Worked with editorial team to concept and develop story ideas, video shoots and interactive tablet magazines.
- Led team of designers, ensuring all art and layouts matched tone of magazine.
- Traveled across country to direct photo shoots and video shoots.
- Designed both print magazine and interactive tablet editions.
- Redesigned the magazine to fit a more sleek, modern style when Cadillac's marketing objectives changed.
- Worked with clients to ensure photo shoots, videos, and overall design was consistent with brand guidelines.

**HOOR DETROIT MAGAZINE**

**ART DIRECTOR // NOVEMBER 2007 - FEBRUARY 2014**

**ASSOCIATE ART DIRECTOR // MAY 2007 - NOVEMBER 2007**

- Worked with editor to create stories, department sections and overall theme of magazine
- Developed and maintain magazine identity
- Developed ideas for photo shoots and illustrations and work with freelancers to produce the concept
- Interviewed, hired and trained members of the design staff
- Managed the art budget — reduced it by more than 30 percent in 2009

**ADVERTISING DESIGNER // APRIL 2005 - JULY 2006**

**RECOGNITION & AWARDS**

2024 ASME Finalist for Best Service and Lifestyle Story, Road & Track Magazine  
2021 D-Show Short list: Chevy New Roads Magazine Papercraft Dream Garage Series  
2016 Silver Content Council Award, Cadillac Magazine Digital Edition  
2015 Silver Pearl Award: Best Overall Design, Cadillac Magazine  
2014 Silver Pearl Award: Best Overall Design, Cadillac Magazine  
2013 Communication Arts Photography Annual Award: Art Direction, Editorial Photography  
2013 Society of Professional Journalists category sweep (1st, 2nd & 3rd places): Cover Design  
2013 First-Place Award, Society of Professional Journalists: Magazine Spread Design  
2012 Communication Arts Photography Annual Award: Art Direction, Editorial Photography  
2012 Applied Arts Photography Annual Award: Art Direction, Fashion And Beauty Photography  
2012 Society of Professional Journalists, First-Place Award: Magazine Spread Design  
2011 Folio Magazine's National Competition, First-Place Award: Best Feature Design  
2010 Society of Professional Journalists, First-Place Award: Feature Spread Design  
2009 CRMA: First-Place Award: General Excellence  
2008 Society of Professional Journalists, Second-Place Award: Feature Spread Design