

A N D Y F O R D

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Loyaltyworks, Inc., Atlanta GA

February 2004 to present

Art Director

- Direct strategic planning and creative development for both loyalty programs and corporate marketing communications in both print and electronic mediums.
- Concept, Development and Execution of interactive and print materials.
- Supervised in-house and outside agency creative staff in development of overall creative execution, branding development and adherence, interface design, usability, and information architecture.
- Drive branding guidelines through identity design, program look-and-feel, promotion kits (Point-of-Sale, Point-of-Purchase and packaging design), overall program marketing communications and creative content development and execution.

Results: Successful program launches for various clients resulting in acquisition of program participants and client retention, particularly in the areas of channel marketing (B2B) and consumer marketing (B2C).

Clients: Merial, Leading Hotels of the World, EarthLink; Emerson; Siemens; SunTrust; Daltile; The Builder's Circle, Wellness (Pet Food)

IMX Studio, Atlanta, GA

January 2003 to February 2004

Art Director / Senior Interactive Developer

- Concept, develop and execute interactive and web site design, marketing communications content development and creative execution both as a direct consultant and agency outsourcer.
- Developed strategic marketing plans and creative development for various client initiatives.
- Concept, creative and develop identity, branding and packaging designs.

Results: Successful execution across the board for a wide range of clients and a multitude of mediums. Projects varied from corporate annual reports, to product packaging, to web sites and interactive CD's as well as consumer based direct mail.

Clients: Allconnect; Arthur M. Blank, LLC; AYREP; Buckhead Life Restaurant Group; Deardorff Communications; Display America; Emory University; Everything-Organized; Grizzard Performance Group, HC Brill Company, Inc.; IBM; James Brown Enterprises; HKL Griffin; Monarch-Solutions; Morrison Management Specialists; The Conrad Group; YieldQuest Financial Group; Zirkle and Hoffman

Morrison Management Specialist, Atlanta, GA

December 2001 to January 2003

Creative Manager

- Creative manager for Morrison's marketing department. A department focused on project-based design and development. Ensuring that core marketing strategies manifest into outstanding work.
- Communication and presentation of marketing concepts and initiatives to Board of Directors, Senior Management, Alliance Partners, and Employees.
- Execute creative "concept-to-deployment" procedures that include brainstorming, branding, brand-imaging and management, and business model requirements based on competitive strategies.
- Extensive knowledge of solid design principles, corporate branding/marketing, and artistic fundamentals.
- Management responsibilities include oversight of brand management, adherence to corporate identity standards, budgetary compliance, outsourcing projects, fulfillment for various initiatives, design-flow methodologies, and project follow through from beginning to end.

Results: Ensured success of marketing initiatives through creative communications development. Direction of an overhaul for all corporate and marketing materials including adherence to graphical standards, presentation templates, brochure development and corporate web site.

IBM, Atlanta, GA

June 2000 to November 2001

Lead Graphic Designer/ Web Developer

- Creative director for IBM's Net Gen Practice. A division of IBM concentrating on web presence and marketing for mid-market initiatives.
- Lead designer for numerous engagements. Responsible for branding, design concepts, design implementation, graphics optimization, html development, usability testing and website deployment.
- Close interaction and communication of project objectives with principals, project managers, creative and art directors as well as production line graphic designers.
- Consult design ideas to potential and existing clients.

Clients: James Brown Enterprises, Augusta LPGA, US Certified Letters, SupportUSA.org, IBM Sales Support, Degussa-Ney, The Best Posters, Southern Georgia Medical Center

Education

Georgia State University, Atlanta, GA

Graduated: August 1998

- Bachelor of Interdisciplinary Studies and Arts Administration and Visual Communication