



JEFF*FIELDING*
CREATIVE DIRECTION + DESIGN

W JEFFFIELDING.COM

P 703.585.1043

E hello@jefffielding.com

As an Art Director with 16 years experience, I approach each project as its own obstacle. Each has a unique solution no matter the content or subject matter. My process begins by listening to the client, researching various strategies, and executing and developing a strong business solution. One of my main goals working in the creative field is to take “the Idea” —and visually translate it in a way that stands out in a crowded sea of information. These visual outcomes can be used to generate revenue, retain current clients, and attract new ones.

Successful implementation of these marketing campaigns has relied on my:

- Experience with a wide variety of design projects ranging from interactive, front-end, print, corporate branding, digital, social media, promotional, direct mail, outdoor, television & video production, and extensive media buying.
- Directing of project teams and collaborating on design and production of media campaigns to meet customer objectives, media buying, scheduling, and budgets.
- Network of key nationwide vendors developed from years of work on large budget print and digital projects.
- Award-winning and industry-recognized design work by *Print Magazine* Regional Design Annual, The American Association of Political Consultants, *GD USA*, and the Telly Awards.

I stay closely connected to the design community through organizations like AIGA, Art Directors Club, and the DC Creative Guild. These groups help to continue my education while staying current with the latest design trends.

I look forward to discussing this opportunity with you in further detail. Please find attached my resume as well as a link to my portfolio:

JeffFielding.com

Best Regards,

Jeff Fielding

JEFF *FIELDING*

CREATIVE DIRECTION + DESIGN



JEFF*FIELDING*.COM



703.585.1043



hello@jefffielding.com

Design is
all around us.
Everywhere
we look we
see design.
My goal is
to make the
world just a
little bit more
interesting.

EXPERIENCE

BERMAN AND COMPANY

Art Director June 2010–Present

Senior Graphic Designer April 2006–June 2010

During this time, I have had the opportunity to supervise designers and help shape the overall creative direction of our clients. I have been involved with a wide variety of advertising campaigns from the pre-planning stages through completion. I routinely work on website, print advertising, digital, social media, direct mail, branding, television and video production design. I offer team management skills that insure our design department reaches our client's project goals in a timely matter. I frequently work side-by-side with our web developers to help create unique user experiences. Working with a variety of mediums has allowed me to design and implement multifaceted media campaigns that exceed client expectations. I have had original work published in *The New York Times*, *Washington Post*, *Los Angeles Times*, *USA Today*, and more. I have also been recognized with merit by *Print Magazine*, *GD USA*, The American Association of Political Consultants, and the Telly Awards.

ENABLE HEALTHCARE

Creative Design Manager September 2004–April 2006

Graphic Designer July 2002–September 2004

Developed all creative solutions for project related print and digital materials. Assisted in development of overall look and feel of corporate website and branding. Directed, designed, and produced corporate marketing, advertising direct-mail campaigns, and website design. Worked closely with print vendors to assure projects stay under budget. Clients include: Pfizer Inc, Aventis Pharmaceuticals, Procter & Gamble, Johnson and Johnson, Eli Lilly, and Novartis Pharmaceuticals.

AMERICAN TARGET ADVERTISING, INC.

Graphic Designer

January–July 2002

Created all components of direct mail campaigns for issue advocates, and various political action groups. Clients include: ACU, Help Hospitalized Veterans, Stop Union Political Action Abuse.

EDUCATION

WEST VIRGINIA UNIVERSITY SCHOOL OF ART & DESIGN

Bachelor of Fine Arts in Graphic Design, May 2001

High level design studio courses were accumulated, including subjects of photography, video production, digital, interactive, print making classes. Performed individual and group design projects, focusing on promotion of events, identity, collateral design, and the development of interactive projects.

COMPUTER SKILLS

Adobe Photoshop, Illustrator, InDesign, Acrobat, Animate, Flash, Audition, Sketch, Final Cut Pro, Google Analytics, Microsoft Office. Both Mac and PC compatible.