

JESSE ROMIGH

CREATIVE DIRECTOR - DIGITAL & INTERACTIVE

817.715.5446 | jsscrom@gmail.com | www.jessromigh.com | 3959 Belford Ave. Fort Worth, TX 76103

VISION

By defining and reinforcing brand consistency across all marketing channels, my work has led to successful upswings of revenue, brand recognition, and key success in the marketplace. By researching industry trends, coupled with cross-functional collaboration, I translate marketing needs into intuitive, creative deliverables that target specific demographics, producing desired results and response rates. Leading design teams in both the digital and traditional space, I consult and collaborate with both corporate and private clientele, managing and delivering creative solutions, meeting and exceeding goals and objectives on time and above expectations.

PROSPECTUS

Experienced in advertising & design for more than 17 years in the digital space, as well as in traditional and experiential mediums. My passion and experience allow me to envision, generate, and execute multi-level marketing campaigns, with the ability to see the full scope, from a high-level perspective to the minute details. Innovation and problem solving are key components in my drive to continually push the boundaries and deliver exceptional solutions. My design background includes digital & interactive, mobile UX/UI, Flash & motion graphics, e-learning courseware, printed collateral, video production, photography, 3D, and sound design.

CHRONICLES

Creative Director • Digital Alchemy - Jul. 2009 - present (4 years)

Create corporate identity design and brand messaging while maintaining consistency across all marketing channels and sub-brands. Direct and execute multi-level marketing strategies and campaigns with media planning, creative concepting, website & micro-site production, copy-writing, video production, social media integration and experiential exhibit design. Lead and prototype mobile UI/UX product design initiative. Lead, mentor, and grow design teams. Manage vendor relations and production schedules. Support sales staff composing and producing client RFPs, pricing structure, interactive presentations, and marketing deliverables.

Principal Creative Director • Bluezue Media - Jan. 2001 - present (12 years)

Owner, director, and consultant providing creative media, and work-flow solutions for advertising agencies and private clientele. Notable clients and agencies include IMC2, AlgoRhythm, MLink Technologies, Nokia, Samsung, OnTel, CompuCom, Radio Shack, Dallas Dermatology, Paper Planet, and others. Provide creative direction, consultation, brand identity, marketing solutions, digital media, motion graphics, social media integration, and print collateral.

Creative Consultant / Digital Producer • Left Brain Media - Nov. 2005 - Jan 2010 (4 years, 3 months)

Consultation, design, and execution of custom elearning training media, websites, intranet, and extranet. Provide art direction and front-end development for HTML/CSS, Flash, video, and motion graphics projects. Notable clients include Pepsico, Starbucks, IBM, Corpedia, Frito Lay, HEB, Mitsubishi, American Heart Association, Intuit, Hallmark, and many others.

Senior Interactive Art Director • Rapp Collins Worldwide - Nov. 2005 - Feb. 2007 (1 year, 3 months)

Provide creative consultation, art direction and production for interactive media, online marketing components, and presentations. Responsible for presenting and interacting with client accounts which have include DirectTV, Toyota, Best Buy, Suntrust, United Airways, On the Border, Home123, and others. Design and produce interactive presentations for new business pitches, micro-sites, Flash display ads, email campaigns, and landing pages.

Creative Director • AmeriCredit - Jun. 2002 - Mar. 2004 (2 years)

Responsible for the visualization and creative concepting, to support internal training courseware and agenda for the Learning and Performance department of AmeriCredit. Work closely with instructional designers and project managers to determine the best creative solution for each project. Develop, design, and deploy solutions to integrate with AmeriCredit's "blended learning" approach of educating collections representatives. Art direction, branding identity, website design, Flash animation, supporting course-ware UI graphics, interactive media, CD roms, and printed collateral. Support graphic design needs for corporate functions, competitions, and seminars. Supervise and manage designers, print vendors, and external resources.

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CHRONICLES (continued)

Associate Creative Director • **SumTotal (formerly Click2Learn)** - Nov. 1999 - Jul. 2001 (2 years)

Supporting the Creative Director, I simultaneously managed 20+ art directors in four offices; Washington, California, Vancouver, and Texas. Charted development processes, managed department resources of designers & art directors, and maintained creative consistency throughout projects. UI/UX design, Flash & motion graphics for Internet based learning systems. Clients include Microsoft, Cisco Systems, Credit Suisse, Washington National Guard, The Princeton Review, Morning Star, Accenture, Prudential, TXU, SBC, and others. Concepted and produced high-profile marketing pieces, proof of concepts, and elearning course-ware design. Research and implement ways to integrate technologies compatible with Flash and database driven solutions. High-level consultation, direction given on company processes and asset management. Creative consultation with corporate clientele.

Lockheed Martin • **Art Director** - Oct. 1997 - Nov. 1998 (1 year)

Art direction and production for large format, high-profile awareness and marketing campaigns that included International airshows and product exhibits, included the JSF (Joint Strike Fighter) campaign. Layout and design for large print, back-lit duratrans displays, wall-murals and trade-show graphics. Production for corporate advertisements, booklets, and handouts. 3D modeling and animation for engineering promotional videos using state-of the art 3D software applications Cinema4D and Lightwave.

DISCIPLINE

FlashForward 2004

San Francisco, CA

Macromedia Authorized Training • **Flash MX Advanced Actionscript . 06.03**

Multimedia Enterprise

Austin, Texas

Arts Institute • **Class of '96**

Dallas, Texas

Associates in Visual Communication

Most Creative Student Award

MASTERY

Adobe Master Suite - Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Premier, After Effects • Cinema 4D • Maya 3D Studio Max • Steinberg Cubase SX • Propellerhead Reason • Ableton Live 5 • Microsoft Office

ACCOLADES

- HSMIAI Adrian Awards - Silver in Marketing category for iNeed Mobile Product Design - Digital Alchemy
- Best of Show Exhibit for Green Compliance - GSA Conference - Digital Alchemy
- Distinguished Technical Online Communication - Society of Technical Communication - Americredit
- Best of Show - Society of Technical Communication, Lone Star Chapter - Americredit
- Brandon Hall Gold Award Princeton Online pre-college courseware - Click2learn

References Available Upon Request | For online samples visit www.jessromigh.com