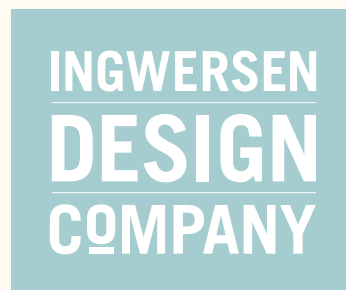


## ART DIRECTOR | GRAPHIC DESIGNER | CREATIVE DIRECTOR

### Brand Concept and Design • Creative Team Management • Marketing Concepts • Logo Design

Award-winning graphic designer bringing more than 20 years of strategic marketing experience and creative team leadership. Known for consistency in delivering “on-target” concept communication strategies, meeting tight deadlines, and delivering marketing projects on budget.



## EXPERTISE OFFERED

- Concept and Design / Creative Packaging Design / Art Direction
- Possess fluency in design, execution, and art direction
- Managed projects for video entertainment industry, music entertainment industry, and medical publishing industry
- Highly diverse background encompassing variety of work environments and projects including high-volume print advertising, medical publishing and design, freelance, and small/entrepreneurial graphic design agencies
- Excellent time management skills, creative team leadership, and ability to quickly shift priorities between multiple ongoing projects
- Adobe Photoshop, Illustrator, InDesign, QuarkXPress, MS Office

## HONORS | AWARDS | NOMINATIONS

Earned multiple Grammy nominations for music and entertainment packaging

Earned Package Design Award from Time-Life Entertainment for the following products:

- **Best Vintage TV Series**, *The Carol Burnett Show: The Ultimate Collection*
- **Best Drama TV Series**, *The Wonder Years Complete Collection*
- **Best Comedy TV Series**, *The Dean Martin Celebrity Roasts*

## PROFESSIONAL BACKGROUND

### INGWERSEN DESIGN COMPANY | Owner/Graphic Designer | 2003-present

Full-service graphic design workshop specializing in product packaging, corporate identity, logo creation, brand development/management, and print collateral – consistently meet projects on-time and on-budget. Specialize in serving mid-size to large private corporations and nonprofits with a national/international presence.

- Developed loyal, high-profile client base including Time-Life, The Smithsonian Institution, Bill of Rights Institute, Maryland Public Television, WGL Energy Services, Bill of Rights Institute, Wolters Kluwer, American Society of Clinical Oncology, American Psychological Association, and more.

#### Creative Concept & Design

- Developed concepts of creative materials and accessories and presented presentations to gain client feedback and approval.
- Managed several simultaneous projects, executing design and production—completed projects on time and on budget in accordance with project/design requirements.

#### Creative Team Management

- Supervised and directed creative team by presenting new ideas to be used as guidelines while devising creative strategies and direction.
- Established guidelines and procedures to be followed according to brand—monitored brand strategy development and execution to ensure adherence to guidelines.
- Assisted accounts and management team in preparing suitable strategy for plan execution.

#### Communication Skills

- Developed strong working relationships with customers and creative community.
- Communicated with both internal and external clients to assess needs and requirements.
- Coordinated with marketing/project managers, assisting them with project planning strategies.

## NOTABLE PROJECTS

- **Man From Uncle** (Time-Life Entertainment) Package Design – Maintained integrity of the design concept and met designated budget by developing a print solution for simulating a briefcase, rather than utilizing a metal brief case.
- **The Carol Burnett Show** (Time-Life Entertainment) Product and Package Design – Contributed to Time-Life’s highest grossing direct response product to date
- **American Society for Clinical Oncology (ASCO)** – Full-scope marketing project including digital graphics, journal artwork and redesign, and collateral marketing components. Expedited and streamlined client’s print and publication processes and created brand consistency across all publications, events, and products.



Additional samples available online: [www.ingwersendesign.com](http://www.ingwersendesign.com)

## PRIOR EXPERIENCE, EDUCATION & TRAINING

### The Fiddler Group | Co-founder and Partner/Art Director | 1999-2003

- Boutique graphic design agency – specialized in advertising and package design projects.

### Senior Designer, Wolters Kluwer, Baltimore, 1997-1999

- Managed graphic design projects for the medical publishing division.

### Senior Designer, Universal Communications, Washington, D.C. 1996-1997

- Full-service marketing and communications firm. Developed full-range of digital and printed marketing materials.

### Graphic Designer, Hechinger Company, Landover, 1990-1996

- Regional big-box home improvement retail chain with more than 100 stores located throughout the Mid-Atlantic.
- Generated print and digital marketing materials for weekly publications in a fast-paced, high-volume, deadline-driven environment.

## PROFESSIONAL TRAINING & EDUCATION

B.S. Marketing University of Maryland, College Park

Graphic Design and management studies Anne Arundel Community College, Washington Art Director's Club, and AIGA