

Will Slaton

Art Director :: IAD :: Lead Designer :: Brand Manager
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CAREER STRENGTHS

- :: **Interactive Education** – Solid knowledge of Flash, Dreamweaver, XHTML, HTML, Javascript and CSS
- :: **Award-winning work** - Won more than 15 awards
- :: **Strong written and verbal communication skills** - Communicated with V.P.'s and saved companies thousands of dollars negotiating with vendors and developed presentation skills
- :: **Leadership and group collaboration** - Managed web teams and coordinated with production and vendors to produce complex trade show graphics
- :: **Solid organizational skills** – Managed multiple projects and set production standards to cut down turnaround
- :: **Expert knowledge and ability to work with the latest hardware and software** – Saved companies thousands of dollars in farmed out media, by keeping work in-house
- :: **Stickler with deadlines** – Maintained cohesiveness across brands, eliminating wasted man hours from multiple design directions not reaching desired consistency
- :: **Art direction of photo shoots** – Worked with both product and personalities, including minor celebrities
- :: **Expert level photographic retouch**

PROFESSIONAL EXPERIENCE

Freeman Leonard :: Dallas, TX | 09/11 – Present

Contract Consultant

- :: Working freelance and contract work for various clients. Currently working at Blockbuster Corporate.

Stratmark :: Richardson, TX | 11/10 – 09/11

Art Director

- :: In charge of designing and developing Direct Response marketing kits for several non-profit and charitable organizations, that include comprehensive direct mail and web marketing that utilizes test packages to measure performance with participating donors as well as endeavor to captivate new donors. Some of the clients I create work for are American Bible Society, Feed the Children, Brigham and Women's Hospital, Church World Service and Oblate Missions

Consultant Work (Various Agencies) :: Raleigh/Durham, NC | 06/09 - 11/10

Art Director

- :: Worked on a consultancy basis for a variety of agencies including, CTG, MicroMass Communications, Burt's Bees and FWV Distilled, developing new product launches, websites and branded collateral. Also worked on a freelance basis for independent clients. In addition, I learned the remodeling business and did room additions in my spare time

BtB Marketing Communications :: Raleigh, NC | 01/05 – 06/09

Senior Art Director / Interactive

- :: Concept direction for award-winning ad campaign, annual reports and trade show booth for large accounts; Selection of photographers and negotiations saving several thousand over the 4+ years employed. Art Direction of photo shoots for key accounts; Creation of web designs, web banner advertising, logo and corporate identities, additional promotion (t-shirt, magazine inserts, buttons, POS — in-store posters, brochures and fractional ads)
- :: Interaction with clients, including presentations, photo shoots & dinner meetings – both locally and abroad
- :: Management of web teams (internet projects) and brand teams to develop and maintain consistency of collateral, and minimize redundancy in re-branding program for client RBRC
- :: Spear-headed awards submissions, winning company more than two-dozen awards, creating mass internal PR opportunities

GlaxoSmithKline :: Zebulon, NC | 02/03 – 01/05

Graphic Designer

- :: Development of new and existing packaging related materials for GSK products (i.e. product inserts, carton design, label and tray designs, etc.); Creation of new (color-correct) vaccine packaging system
- :: Creation of brand identity for product launches and layout structures for marketing (group studies); Creation and development of new brand and package design looks for Avandaryl, Com-V-Pak, Entereg, Boostrix, Requip RLS, Arranon, Avodart, and Brand Rx

Freelance Work :: Cary and Raleigh, NC | 05/02 – 02/03

Art Director / Interactive

- :: Direction and development of concepts for key accounts (Projects include: packaging, logo identity, advertising, web design, promotional items and other collateral); Created ads campaign for Goodwill Community Foundation and new brand I.D. for LowCountry Foods-Carolina Gold Rice

Artistic Enterprises :: Cary, NC | 03/01 – 05/02

Art Director

- :: Creation and development of company documentation, created and developed a multi-platform tracking system and company-wide documentation (including vendor forms and legal language), saving company hundreds in cross-platform software and program development
- :: Led small team of designers and managed monthly magazine
- :: Vendor management, direction and concepts for all accounts, worked directly with vendors, set color standards and managed press-approvals

30Sixty Design :: Hollywood, CA | 02/00 – 03/01

Senior Designer

- :: Design and production of packaging, advertising, monthly sell-sheets, magazine wraps, etc.; Developed standard operating procedure for 'STARS' layout format; Developed annual line-looks for both Paramount and The National Academy of Recording Arts and Sciences
- :: Creative direction, development and implementation of marketing materials, led small teams of designers and production artists on large projects
- :: Working directly with clients (President's and V.P.'s) and vendors, to ensure project completion. Operated closely with vendors to develop standards and brokered photography, saving 30Sixty thousands of dollars

AAL Group :: Woodland Hills, CA | 06/99 – 02/00

Senior Graphic Designer

- :: Developed creative strategies, directions and concepts for key accounts. Creating quality creative of materials, which reflect clients overall marketing strategy and desired market position. Created of all marketing materials for new accounts including new identity for advertising agency

EDUCATION

- :: University of North Texas | Bachelor of Fine Arts (BFA) in Communication Design

HARDWARE/SOFTWARE

Comprehensive knowledge of Macintosh and PC platforms, networking and trouble-shooting, as well as knowledge of programs: Adobe Creative Suite 5 :: Quark :: Microsoft Word :: Excel :: PowerPoint :: Flash :: Dreamweaver :: Actionscript :: XHTML :: HTML :: Javascript :: CSS

AWARDS

More than two-dozen to date

OTHER AREAS OF INTEREST

Member of Capital City Toastmasters

Member of the Association of Marketing & Communication Professionals

REFERENCES

Available Upon Request