

Thomas Denby

SR. ART DIRECTOR

Thomas, well-known for his strategic imagination in aligning business goals with creative strategy and expression, has successfully led brand design and marketing engagements for a variety of clients. His experience across a variety of industries—including technology, retail, entertainment, healthcare, consumer products and professional services. Committed to elegant solutions and powerfully simple communications, his areas of expertise are sustainable design solutions, logo design and integrated brand identity systems, brand design and strategy, print design, web design, digital media strategy, site architecture, and site marketing.

thomas.denby@mac.com

562.900.9500 mobile

He is a highly regarded designer whose process-driven approach to developing rich customer experiences helps our clients get into the market faster and more effectively.

Thomas is committed to simplicity and passionate about crafting clear, engaging, effective communications. His dedication to design excellence—reducing complex, meaningful ideas to their visual essence—is accompanied by expert knowledge of color theory and the simplicity of Artisan graphic design and typography influences.

Skills: Graphic Design and Presentation, Product Branding and Promotions, Project Management and Completion, Strategic Business Development Process Improvement, Customer Relations, Client Needs Assessment Problem Solving and Decision Making, Online Advertising and Marketing, Illustrator, Design, Art Direction, Animation, Web Design, Social Media, Strategy
Industry Experience: Technology, Retail, Entertainment, Healthcare, Consumer Products, Professional Services

Agency Experience: Foote Cone Belding, Bernard Hodes Group, Gage Marketing, Buster Inc., My Life.com, RadarWorks, Genomic Health, 1800Dentist, HeartBeat West Advertising (Healthcare), JustShareIt, Invisalign, Pure Red Advertising, NeoGov, Conversion Systems,

Sr. Art Director

San Mateo, CA
Feb 2011 - Jul 2011

Bernard Hodes Group

Worked with the Creative Director and other team members to design client solutions that meet requirements outlined in creative briefs. Presented concepts to clients.

Led, planned and executed portions of projects in conjunction with creative staff to create an idea, be a central thought for a campaign as well as understand and interpret the clients' objectives, products and problems.

Directed and assigned workflow received from the Creative Director while supervising and implementing design processes.

Worked with the Production Project Managers, HTML team, marketing staff and designers to establish and carry out design goals for each project.

Created and organized appropriate assignments to design staff and managed team to achieve design objectives.

Provided leadership and education to colleagues in the areas of art and design.

Supervised workflow for design department to ensure that deadlines are met and budget was kept.

Owner

Nemoui Advertising and Design

235 East Broadway Suite 800.
Long Beach, CA 90802
Feb 2013 - Present

Advertising, Innocean Advertising, 30sixty Advertising, Woo Advertising, Campbell Mithum, UCLA, EVOX Productions, Dailey & Associates.
Denby Creative, Long Beach, CA

Marketing in assessing client-marketing needs by utilizing sound knowledge of design trends and contemporary design to create and execute applicable solutions.

Direct the activities of client designers, production assistants, stylists, photographers, copywriters, freelancers and illustrators as they may relate to the execution of projects.

Provide creative direction to graphic design team, review proofs of all design pieces for brand coherence, design integrity, quality and grammar to ads, brochures, packaging, email marketing, newsletters, direct mail labels, catalogs, and flyers.

Mentor and coach client team members through project development and performance management.

Communicate creative rationale to clients (sales and product management).

Balance design strategy with business objectives when executing on project briefs and other requirement documents.

Demonstrate the ability to understand (and contribute to) the online marketing strategy that drives successful campaigns (combination of print and online).

Coordinate, delegate and manage photo shoots and outside contract illustrators.

Accountable for accurate assessments and multiple bids for all budgetary dollars used.

Continue to elevate the quality and creativity of marketing materials.

Art Director

Irvine, CA
Sep 2002 - Jul 2007

Draft, Foote, Cone, & Belding

Worked with the Vice President Creative Director and other team members to design client solutions that meet requirements outlined in creative briefs.

Presented concepts to clients.

Led, planned and executed portions of projects in conjunction with creative staff to create an idea, be a central thought for a campaign as well as understand and interpret the clients objectives, products and problems.

Directed and assigned workflow received from the Vice President Creative Director while supervising and implementing design processes.

Worked with the Production Project Managers, HTML team, marketing staff and designers to establish and carry out design goals for each project.

Created and organized appropriate assignments to design staff and managed team to achieve design objectives.

Provided leadership and education to colleagues in the areas of art and design.

Supervised workflow for design department to ensure that deadlines are met and stayed on budget.

A member of the Draft, Foote, Cone and Belding's design team that created the re-branding of Taco Bell's merchandises look from 2002 to 2007. With in those years our team won honors and awards such as the Gold Effie (merchandising Effectiveness Award) 2005, Obie Award for the Late Night and Spice Up the Night 2004, Reggie Award (Silver) for the X-Box cross-promotion 2002.

Education

The Art Institute of Seattle

Seattle, WA
Sep 1988 - Jun 1991

I attend The Art Institute of Seattle in September of 88 to June of 91.

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