



“creative”



# Carl Desmond

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## Profile:

Self-motivated creative professional with fifteen years of experience in marketing and advertising with five years as Creative Director, seeking a position that will allow me to positively engage with a team and apply my creative knowledge and technical skills.

## Experience:

### Principal, Creative Specialist

*Nice Guy Design, Corona, California* | [niceguy.com](http://niceguy.com)

1993-Present

From producing and creating traditional materials to rich interactive experiences, I have partnered with small to large companies in developing brand experiences through Nice Guy Design. I have enjoyed long-term relationships with most of my clients and continue to work closely with agencies and in-house teams to identify and solve problems through creative execution.

#### Selected Achievements:

- Maintained relationships with clients for over 15+ years
- Garnered official submission status “#199” on [csszengarden.com](http://csszengarden.com) (CSSZENARMY)

### Principal, Creative Director

*Awaken Interactive Inc., Irvine, California* | [awakeninteractive.com](http://awakeninteractive.com)

2008-2012

Formed in 2008, Awaken Interactive accomplished a lot in a short time. From winning an IAC (Internet Advertising Competition) 2010 Award for the Best Health Care Websites to appearing in MM&M in January, 2010 issue “B here, there, everywhere”. As Creative Director, I managed all creative aspects of our agency and worked closely with clients, account teams, writers, programmers, and supporting freelancers. Establishing consistent brands, we implemented strategies that delivered integrated tactics while meeting business objectives.

#### Selected Achievements:

- Established company, hired three programmers, writer, support staff, and instituted project management and time tracking
- Managed all creative aspects of client and project management
- Launched award winning disease awareness social campaign with supporting website and materials for hepatitis B ([willyouhere.com](http://willyouhere.com)) that increased sales of Viread.

### Senior Art Director / Studio Management

*IgniteHealth Inc. (Palio+Ignite), Irvine, California* | [paliognite.com](http://paliognite.com)

2002-2008

Initially hired as a Interactive Art Director, our teams were highly collaborative with teams executing strategies for clients and projects using multiple disciplines. In addition to being promoted as Senior Art Director of the agencies' interactive division in 2004 I was responsible for assisting six Art Directors as well as managing six Designers, and freelance artists. Working closely with Account Directors, Project Managers, and Traffic Coordinators, I also assisted in estimating projects, setting timetables, deliverables, and managing workflow to all teams.

#### Selected Achievements:

- Supported substantial growth as agency grew from ten employees in 2002 to over sixty employees in 2008
- Obtained agencies' first Webby Award in 2006 for Change Of HAART campaign

## Education:

### Central Lakes College

*Brainerd/Staples, Minnesota* | 1992-93

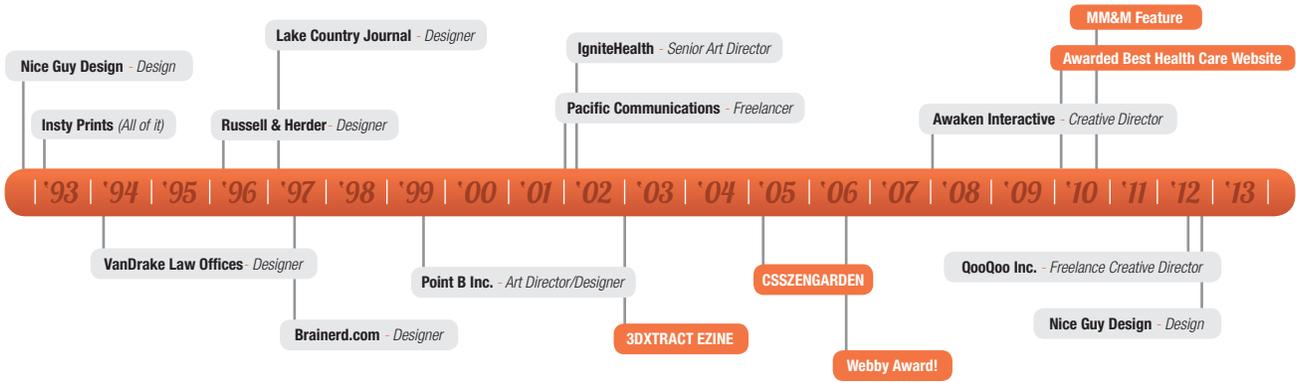
Communication Art and Design Program.

## Skills:

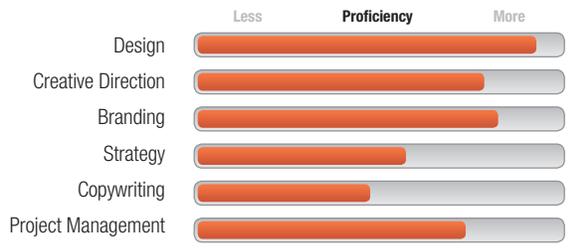
Proficient in design and layout for both print and web design, I have directed successful integrated marketing campaigns that leverage mobile and social media. Utilizing Adobe's Creative Suite for most executions, I also have hands-on experience with video production, mobile development, 3D illustration, Flash, HTML, and CSS.

*"experienced"*

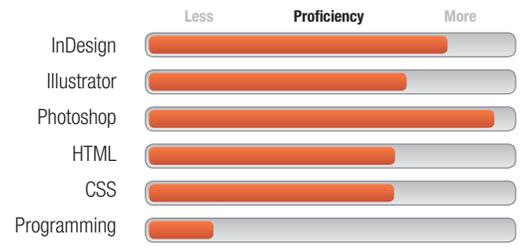
*Career Timeline:*



*Professional Skills:*



*Technical Skills:*



*Clients (to name a few):*

