



Victor Elliott
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Self-employed September 2007 - Present

Potbelly Sandwich Works – Senior Interactive Art Director

Banner Ad Design & Build: Created multiple flash banners to promote release of new salads. Banners needed to be created in varying sizes for varying markets and in AS 2.0 and AS 3.0.

The Bradford Exchange – Senior Interactive Art Director

Entirely redesigned and re-architected the online presence for the collectibles industry leader. Responsibilities included: Wireframe analysis and architecture, concept-through-final design, presentations, style-guide and art template creation, CSS template building and modification.

Williampaid.com – Senior Interactive Art Director

Tutorial Design: Created step by step tutorials for the newcomer to the apartment and rental services industry.

Arc World Wide – Senior Interactive Art Director

Special K's New Site Design – Part of the creative team to build Special K's new site design. Specifically the presentation of Special K's numerous products.

The Pampered Chef– Senior Art Director - Print and Digital Communications:

WEB: Projects included seasonal and time-sensitive E-mail campaigns, Flash based recruiting videos / animations, modernizing the online store, and recruiting banner ads.

All of which had to translate and appeal to viewers across multiple countries and languages.

PRINT: Original creative included corporate collateral, theme/seasonal logos for clothing and packaging; from concept to vendor hand-off. Also assisted in production of seasonal catalog, along with layout and design of other corporate collateral.

Whittman Hart– Senior Interactive Art Director

Kmart Lawn & Garden Summer Launch: Created winning design for Kmart's first ever launch of Martha Stewart's outdoor product lines. The largest branded launch and summer campaign that Kmart has initiated in years.

Ambrosi & Assoc. – Senior Art Director

Sears “reimagine” & Mothers’ Day campaigns and Craftsman: Created various direct marketing pieces and publication covers promoting both campaigns. Continued design, layout and build of Craftsman spring kick-off mailer for lawns and gardens.

Ogilvy & Mather – Senior Interactive Art Director

Allstate Insurance: Design of new “quick quote” tools for their motorcycle and boating divisions, simultaneously helped with generating new concepts and innovating online tools for Allstate's financial and property divisions.

Element 79 - Senior Interactive Art Director

Celebrity Cruise: Created the chosen new homepage and 5 addition web concepts, which combined an off-brand broadcast campaign and Celebrity's approved brand esthetic; additionally innovating the design of their legacy reservation system.

Hill & Knowlton - Interactive Creative Director

Various Accounts: Lead creative presentation pitch to win BF Goodrich's Baja 1000. Created imagery and templates for numerous H&K pitches; including Calif. Pizza Kitchen, Borders and Flashpoint Academy. Deloitte, UC-Davis, UC-San Francisco, and Illinois Dept. of Commerce were all additional clients served while with the PR powerhouse.



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April 2005- September 2007

Peacock Nine - Creative Director

Day-to-Day: Lead creative direction on all visual materials from concept to completion.

Responsibilities Included:

- Co-managing sister company, Thinkubate, of 10 programmers and designers in Shanghai, China
- Rebrand companies according to market research analysis
- Coordinate production with vendors both domestic and China
- Manage corporate brand and marketing material for Peacock Nine and all online social networking sites built and promoted by Peacock Nine.
- Lead creative and supervised creation of proprietary discussion board.
- Collaborated with ASU's Director of Applied Psychology to refine and improve the interactivity of revolutionary online cognitive psychology and market research tools.

August 2002-2005

ABD/Ambrosi Group, Inc. - Art Director - Senior Art Director, Sears Softlines Account and Advanced Creative

Day-to-Day: Create layouts and concepts for marketing promotions, special events logos, retail marketing signage, and event collateral materials.

Photo Art Direction: Manage photographers and stylists while Art Directing sets either table-top or on-figure.

Other projects included: Print, web and multi-media efforts for Sears, Marshall Fields, Wahl Clipper Corp. Baker Furniture and Office Depot.

February 1999-May 2002

Ignition State, Ilc. - Senior Web Designer

Client Projects: Print, web and multi-media efforts for General Motors-Locomotive Division, Solutia (Division of Monsanto), Trakus.com, Solutia-autoglass.com, FuelQuest.com and others.

June 1996-February 1999

Gaston Advertising - Jr. Art Director - Art Director

Client Projects: Print and beginning web efforts for Sears, United Audio (now Tweetters), Grainger and Meijer Stores.

Education

University of Wyoming, 1998

Bachelor of Arts: Emphasis in Graphic Design

Bachelor of Sciences: Emphasis in Marketing (Deans list)

Program and Language Knowledge

CS4 Suite - Illustrator, Flash, Photoshop, ImageReady, Dreamweaver, FireWorks, InDesign Quark, BBedit, UltraDev, Premiere, AfterEffects, Live Type.

Strong in HTML, XHTML and CSS, with an advanced understanding of the abilities of DHTML, ActionScript and JavaScript.