

Renée Duran

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Profile

SENIOR ART DIRECTOR FOR WEB AND PRINT

Art director with strong design skills and formal art training. Experience working with a variety of companies, showcasing a strong corporate branding aesthetic.

- Knowledge of marketing, promotions, and cross-promotion partnerships with firms such as **McDonald's** and **Disney**.
- Consult directly with clients to determine specific requirements, gather data, present concepts, deliver in a timely fashion and offer ongoing support.
- Concepting and implementing marketing strategies that include web design, e-stores, LMS design, branding, marketing materials, social media content etc.
- Build brand awareness and maintain company's online presence including social media, SEO, emails and more.
- Design marketing deliverables such as: logos, brochures, tradeshow materials, presentations, etc.
- Excellent written and oral communication skills, well organized and self motivated.
- Up to date with current market trends.

SKILLS & TECHNOLOGIES

Proficient in Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, and other design applications; Drupal, Wordpress, HTML, CSS; working knowledge of PHP, MySQL, jQuery, and JavaScript.

Experience

ART DIRECTION/GRAPHIC DESIGN/WEB DESIGN, DURAN WD – 2005-PRESENT

Work with small- to medium-sized businesses helping them gain a web presence and/or contracting to lead projects when in house teams are stretched thin. Listed are a few of many clients over the past years.

World Wildlife Fund Art direction/graphic design for reports, proposals, and briefs. Worked with raw field photography and multiple authors on each publication.

Sanford Corp Creative direction for rebranding of Paper Mate pens. Designed packaging and promotional material. Directed design and production teams through production.

Freshlight NL Sales collateral designed, responsive website developed for ionic lightbulb manufacturer, including online shop and blog for US launch.

Prudential Americana Website developed for real estate firm, including custom theme, list feeds, SEO and content editing. Team became very successful and was able to retain full commissions for leads gained through their own website.

Jackie King Website and iTunes Store developed for indie artist. Fans engaged through videos, seamless social feeds and integrated download store.

Velocity Ascension Responsive website developed for author, including SEO, logo, book and MP3 download shop, blog, book cover, illustrations, social marketing design and set up, and website maintenance.

Draft FBC Chicago Designed packaging and created illustrations for proposals of cross-promo with **Animal Planet** to **Kellogg's**.

BRANDING, PROMOTION, SIMON MARKETING; OAKBROOK, IL – 1998-2001

Art direction/graphic design for national promotional packaging and campaigns for **McDonald's**, **Blockbuster**, **Old Navy** and **Chevron**. The **Monopoly** saver promotion was the most successful annual marketing campaign for McDonald's at that time.

ADVERTISING DESIGN, GRAZIANO, KRAFFT & ZALE; CHICAGO, IL – 1997-1998

Art direction/graphic design for print ads, brochures, newsletters and direct mail pieces for small agency's clients including **First American Bank**, **Yamaha**, **ISMIE Mutual** and **Chicago Board of Trade**.

GRAPHIC DESIGN, MOBIUM; CHICAGO, IL – DEC. 1996-JAN. 1997

Freelance. Completed lay-out for the **Snap-on Tools** Catalogue 400, using Quark XPress and Microsoft products.

GRAPHIC DESIGN, ERNST & YOUNG; CHICAGO, IL – SEPT. 1996-DEC. 1996

Freelance. Designed year-end reports and proposal covers.

Education

American Academy of Art, Chicago, IL Digital Art Certificate 1996

University of Illinois, Chicago, IL Completed two years 1984-1986

Columbia College, Chicago, IL Completed one year 1983

Art Institute of Chicago, Chicago, IL AP High school classes 1982

Traditional Skills

Logo design, photography, illustration, hand lettering, oil painting