

TED EYES

Art Director/Creative Director | 917-796-5576 | ted@edwardeyes.com | (portfolio) tedeyes.com

- Hands-on Art Director well-versed in a wide range of media including: Television, Direct Mail, Print, Production Design and Digital Marketing
- Award-winning Creative Director with experience managing copy/art teams, partnering with day-to-day account groups and interacting with demanding senior client-side executives
- Thought leadership contributor in a variety of arenas from writing trade publication articles to guest lecturer and panelist at advertising seminars
- Experienced and effective marketer with a commitment to bottom line results
- Curious and passionate lifelong learner as it pertains to industry tools, trends and ideas

SKILLS

Art Direction, Creative Strategy, Brand Development, Interactive Advertising, Concept Development, Copywriting, Integrated Marketing, Direct Marketing, Direct Mail, DRTV

TOOLS

Photoshop, Illustrator, InDesign, After Effects, InVision, Sketch, PowerPoint, Keynote, Acrobat, Word, Premiere, Wordpress, Logic Pro X, HTML & CSS familiarity

EXPERIENCE

FREELANCE ART DIRECTOR

July 2009 to Present

Agencies: Grey, Publicis, Rauxa, OgilvyOne, Catapult Marketing, eBay Enterprise, Rosetta, Rapp, Euro RSCG Life 4D (Havas), Emerge Partners, VisionMix

Accounts: Eli Lilly, Humira, Rogers Communications, Verizon, Dannon, Time Warner Cable, UPS, Pfizer, AT&T, Pernod Ricard, Frontier, Levi's, Dockers, HolidayInABoxShop

Examples of Key Projects

Grey – Conceptualized and designed creative for various pharma assignments including:

- New launch for psoriasis drug
- New launch for cholesterol-lowering drug
- Repositioning of eyecare product

eBay Enterprise – Part of a large creative team that collaborated on a variety of projects and assignments such as:

- Designing emails for holiday & sales events for Levi's and Dockers
- Designing, updating and maintaining Levi's & Dockers web pages

HolidayInABoxShop.com – Design Lead on ecommerce start-up that had a very aggressive 4-month timetable. Work included:

- Logo design. A type-centric solution for a brand with a very long name
- Web Design/Development. Customized the html and CSS to suit our specific needs
- Photography. Shot themed tabletop photography, product shots and corporate portraiture in an in-house digital studio

SENIOR VICE PRESIDENT, GROUP CREATIVE DIRECTOR

DRAFTFCB

June 2006 to July 2009

Accounts: Verizon, NAACP, Birch Foundation, Sears, Citi, New Jersey Nets

- Co-managed creative group of Agency's biggest client
- Grew Television business as a result of continued bottom-line results
- Oversaw direct mail pieces that printed in the millions to consumers

SENIOR VICE PRESIDENT, GROUP CREATIVE DIRECTOR

DRAFT

September 1993 to May 2006

Accounts: Verizon, Bell Atlantic, HBO, NYNEX Mobile

- Co-pitched and won Bell Atlantic business (as part of Direct Marketing team) with another major agency
- Collaborated in cross-agency projects with various sister agencies that shared Bell Atlantic/Verizon
- Directed in-house corporate video starring Bell Atlantic CEO

EDUCATION

MANHATTANVILLE COLLEGE

Purchase, NY

B.A.

GENERAL ASSEMBLY

New York, NY

User Experience

Summer 2016

WRITER'S BOOT CAMP

New York, NY

Screenwriting Program

2004-2005

ARTICLES, EVENTS & OUTSIDE ACTIVITIES

- Featured guest speaker and panelist, Advertising Week DC, "Creativity in the new climate"
- Featured contributor for column in DM News called "The Work"
- Board Member of The Blue Hill Troupe (1998-1999)