

derek vowles

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SUMMARY

- Creative Director with over fifteen years of experience translating complex business and brand strategies into effective creative concepts and implementation across multiple industries, mediums and channels.
- Experienced across all stages of the creative process—from strategy and concept through execution and production—With hands-on knowledge of creative direction, branding, color theory, typography, graphic design, copywriting, photography, illustration, infographics, animation, video editing, interactive media and print.
- A dynamic self-starter who can thrive in an unstructured environment, with a talent for building cohesive teams with strong problem solving skills; and skilled at coordinating across all levels of an organization to complete strategic deliverables on time and within budget.

EXPERIENCE

Creative Director and Owner, Sometimes Y Productions **RIO DEL MAR, CALIFORNIA - 2011 - PRESENT**

- Concepting and producing innovative marketing and design solutions for companies of all sizes.
- Providing consulting on campaigns and implementation, taking clients from concept development through mock-ups, press checks, implementation and testing, revisions and final delivery.
- Creating branded brochures and sales collateral, training curriculum, packaging, web sites, UX/UI, eblasts and newsletters, presentations, illustration and motion graphics.

Director, Marketing; Productivity and Graphics Division, Smith Micro Software **WATSONVILLE, CALIFORNIA - 2004 - 2011**

- Oversaw all corporate and product branding and design activities, including website production, product marketing literature, print, and web advertising. Conceptualized, developed and directed integrated marketing campaigns for national and international product launches, totaling over \$12 million in yearly gross revenues.
- Collaborated with executives, business development, product management and engineering to translate strategic vision into successful, creative marketing campaigns that increased revenue. Original and refreshed designs significantly increased market share and continuously resulted in exceeding quarterly sales goals by 10%.
- Assembled and lead teams of designers and marketers responsible for product line brand identity development, art production, collateral, application interfaces, online and print marketing campaigns. Provided team leadership, art direction, and on-the-job mentorship, ensuring high-quality design concepts and production.
- Organized tradeshow appearances such as Macworld, PMA, San Diego Comic Con, Siggraph and CES.
- Provided copywriting for packaging, website, direct mail, eblast and trade show literature.
- Designed materials for products' in-store promotion and shelf presentation with POS and other materials.

Senior Art Director, McMullen B2B Marketing Communications **SUNNYVALE, CALIFORNIA - 2001 – 2004**

- Responsible for creating and communicating concepts for integrated marketing and advertising campaigns, client consulting, technology recommendations, new media production and desktop publishing.
- Managed planning, brainstorming and delivery of creative concepts. Conceptualized and art directed advertising and marketing strategies, developed compelling and highly functional interactive design solutions that exceeded client expectations.
- Helped drive business development strategies for new and existing clients' line of business. Developed

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innovative creative solutions that translated requirements into designs that solved marketing and communication challenges. Recommended solutions best fitting clients' needs and budgets.

Senior Web Developer, Technology Solutions Company
SANTA CRUZ, CALIFORNIA - 1997 – 2001

- Designed interactive multimedia curriculum applications for SAP and Baan ERP implementations.
- Created 2D and 3D animation, edited digital video and designed user interfaces and front ends for websites.
- Consulted with clients, management, and sales force for delivery of specialized multimedia applications.
- Responsible for training staff in new applications and system upgrades.

EDUCATION

Bachelor of Arts, Communications
Loyola Marymount University, Los Angeles, CA

PROFICIENCIES

Graphic & Web Design	Adobe Creative Cloud	Macromedia Director	Advertising Campaigns
Copywriting	HTML & CSS Coding	Cinema 4DXL	New Media Marketing and Promotions
UI/UX Development	JavaScript & JQuery	Cheetah	Project Management
OS, iOS & Windows	Wordpress & Drupal	Brand Planning	Event Planning
Quartz Composer	Microsoft Office	Comprehensive	

PORTFOLIO

Sometimes Y Productions
www.sometimesy.com