

*t.white*

Trenton R. White  
*Art Director*

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*Professional  
Summary*

I am a passionate Art Director and Designer with nearly a decade of producing award-winning creative across multiple channels, displaying dynamic leadership and exceeding client expectations. Dedicated and motivated, with exceptional conceptual, communication and project management skills, I am a hands-on Art Director. Experienced in building and managing a talented team of designers and working across divisions in a high-end fashion and lifestyle environment. I deliver multiple projects from concept to completion under tight and changing deadlines with a cool head, impeccable work ethic and positive outlook.

*Professional  
Experience*

Equinox Holdings, Inc.

*2010-Present Senior Manager, Digital Media*

- In conjunction with the Executive Creative Director, consistently execute multi-channel creative strategy for luxury lifestyle brand.
- Develop digital strategy and lead execution of creative ranging from concept driven positioning campaigns to spatial digital experiences, websites, marketing communications and advertising.
- Lead large-scale digital initiatives driving acquisition, sales and member engagement.
- Art direct a growing creative team (eight full-time designers) and oversee the high-output of creative from concept to completion.
- Present projects and pitch new work and concepts to the executive team and cross-functional business partners.
- Evaluate and provide consistent feedback to designers, marketing professionals and external agencies, ensuring that brand guidelines and quality standards elevate the Equinox brand experience.

University of Central Missouri – Warrensburg, MO

*2003-2010 Coordinator for Advertising and Design, Art Director*

- Art direct design staff in all marketing advertisements and campaigns supporting brand strategy.
- Conceive and design engaging interactive and motion pieces, micro sites and digital marketing communications as well as traditional advertising and printed publications.
- Design and develop all aspects of an award-winning large-scale (10,000+ page) web site with over 600,000 monthly visits.
- Prioritize and juggle multiple projects under tight and changing deadlines.
- Mentor and inspire team of designers and freelance designers/developers.
- Present refined concepts to clients and senior administration.

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*2005-2007 Adjunct Instructor of Design*

- Taught upper-level design courses at NASAD accredited university.
- Instructed advanced techniques in design, color theory, typography, image manipulation, page-layout, file preparation and file-size optimization.
- Mentored designers in concept development, creative and analytical thinking, communication and critiquing.

305 Spin – Sedalia, MO

*2002-2003 Web/Print Designer*

- Design and develop large-scale web sites, dynamic applications, shopping carts, Flash projects and print advertisements primarily for record labels and artists.
- Collaborate with designers and developers in satellite offices.
- Pitch and present concepts to clients.
- Database development for dynamic websites and E-commerce functionality.
- Created HTML e-mail ads, newsletters and templates.

*Education*  
*2002*

**Bachelor of Fine Arts: Graphic Design**  
**University of Central Missouri, Warrensburg, MO**

*Accolades*

**Admissions Marketing Report:**

Bronze, Gold and Awards of Merit (2006-2008)

**Council for Advancement and Support of Education:**

Bronze, Silver, Gold and Grand Gold Medals (2004-2009)

**Educational Advertising Awards:**

Silver and Award of Merit Medal (2009)

*Skills*  
**Proficient in:**

Mac and Windows OS, Adobe Creative Suite, QuarkXPress, Advanced CSS, HTML/XHTML, XML, SEO, Microsoft Office Suite, Social Media Platforms, Multiple CMS and Blogging Platforms

**Well-versed in:**

ColdFusion, PHP, JavaScript, ActionScript 2.0 and 3.0, JQuery, Database Development

**Familiar with:**

AJAX, Linear and non-linear video editing suites, Pro Tools