

t.white

Trenton R. White
Art Director/Designer

192 9th St. #2
Brooklyn, NY 11215

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*Professional
Summary*

Highly creative, seasoned Art Director and Designer with eight years experience in traditional design, brand development and large-scale web environments. Motivated, self-starter with exceptional conceptual, design and development skills. Collaborative art director, delivering multiple projects from beginning to end under tight and changing deadlines. Cool head under pressure, with impeccable work ethic and positive outlook. Insightful understanding of print, web and motion technologies; standards-based web development, user engagement, visual hierarchy, typography and grid systems.

*Professional
Experience*

University of Central Missouri – Warrensburg, MO

2009-Present

Coordinator for Advertising and Design, Art Director

Art direct design staff in all marketing advertisements and campaigns supporting brand strategy. Lead design and development of all interactive and online projects. Mentor and inspire team of designers and freelance professionals. Prioritize and juggle multiple projects under tight and changing deadlines. Present refined concepts to clients. Research design trends and emerging technologies to increase user engagement and experience. Consult in all design related projects and campaigns to ensure sophisticated design sensibilities are implemented.

Skills Implemented: Leadership, Creative / Art Direction, Design, Web Development, User Experience, Communication, Mentorship, Presentation

2003-2009

Designer/Web Developer

Designed/developed award-winning 10,000+ page web site. Conceived and designed engaging Flash, interactive and motion pieces, micro-sites, HTML newsletters, e-mail templates. Designed and directed digital billboards and print projects including advertisements, publications and branding campaign elements. Developed look and feel of multi-channel marketing campaign. Mentored and inspired team of junior designers and freelance designers/developers. Engaged in all aspects of interactive/online design, traditional advertising and branding projects from concept to completion.

Skills Implemented: Design, Web Development, User Experience, Art Direction, Communication, Mentorship, Presentation

2005-Present

Adjunct Instructor of Design

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

Skills Implemented: Leadership, Creative Direction, Communication, Mentorship, Presentation

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2005-Present T.White Design LLC – Warrensburg, MO

Principal/Creative Director

Led freelance design company specializing in logo/brand development, advertising, publication design, web design and consulting. Actively sought new clients, pitched project ideas, monitored project budgets, presented work to client groups, maintained existing client base, managed all projects and accounts.

Skills Implemented: Creative Direction, Design, Web Development, Communication, E-commerce, Presentation

2002-2003 305 Spin – Sedalia, MO

Web/Print Designer

Designed and developed large-scale web sites, dynamic applications, shopping carts, Flash projects and print advertisements for record labels and artists. Collaborated with team members in satellite offices. Presented concepts to clients. Database development for dynamic web sites and E-commerce functionality. Created HTML e-mail ads, newsletters and templates.

Skills Implemented: Design, Web Development, E-commerce, Communication, Presentation

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, Rock n' Roll

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,