

# DREW DOUGHERTY

## CREATIVE BRAND DIRECTOR RESUME



1 949.677.7324

**Portfolio:** [www.nicelogo.com/BXC/](http://www.nicelogo.com/BXC/)

### **05/05 - pres.**

**BXC (Branding-by-Context), Dana Point, CA.** *Creative Brand Art Director.*

I help define and redefine a brand's visual language and persona through "seed-to-tree" strategic planning and creative content development. My day-to-day responsibilities include client liaison, project management, creative director, mentor and principal. I work directly with all clients managing budgets, contracts and teams including outsourced contractors. I help create Brand Identity Systems, POP, Packaging, Websites, Catalogs and Campaigns. I also design and art direct and am considered a conceptual "big-picture" thinker and entrepreneur. I have written over twenty branding strategy proposals and have managed hundreds of projects through the studio. I have been a speaker at SCAD, LCAD & UT and have work published in several design books and magazines. Clients include: BSX Endurance, BodyLab Nutrition, PacSun, Kelly Slater's Komunity Project, Giro, Callaway Golf, Felt Bikes, Camelbak, Patagonia, Quiksilver, O'Neill, Boost Mobile, Nixon Watches, Prince Tennis, McDavid Sports, Skunk2 Racing, Beach Bunny Swimwear, Taco Bell, Mattel, Hasbro, SpinMaster, Levi's, Mophie and many others.

### **09/99 - 05/05**

**O'Neill Inc., Santa Cruz, CA.** *'02-'05 Global Creative Director, '99-'02 Managing Art Director.*

Managed the in-house advertising department of this international apparel and sporting goods brand. Collaborated with global and domestic marketing teams, product development and sales managers on all branding and communications projects, including international ad campaigns, website, media planning, retail programs, product and events. Responsible for the development and execution of O'Neill's global branding strategy, corporate look & feel and all advertising and marketing campaigns as well as lead and mentor of my department, performed employee reviews and maintain salary and departmental budgets.

**01/97 - 8/99 SicolaMartin, Austin, TX.** *Senior Art Director & Designer.*

Created ad concepts, brand identities, look and feel, website, digital media, e-commerce, graphic design and packaging. Managed design and production teams and worked directly with clients, marcomm and sales teams. Accounts: Motorola, IBM, Citrix, Tunes.com, Ichat and Discgear.

### **01/94 - 12/96**

**Attn. Design!, Santa Monica, CA.** *Full-time Freelance Art Direction & Designer.*

Managed all client projects and vendors. Built this business and client list. Created ad concepts, web, packaging and identity. Clients: Fox Networks, Levi's SilverTab, Nintendo, Activision, Nissan, Rhino Chasers micro-brew. Ad Agencies: FCB/SF, LA, and OC, CKS/Partners, Bozell Kamstra, Fotouhi Alonso and more.

### **04/92 - 1/94**

**Miles Communications, Santa Monica, CA.** *Senior Art Director and dept. manager.*

Developed national fashion and retailer ad campaigns and magazine-catalogs. Directed photo shoots, created budgets, supervised casting, scouted locations, edited photos, designed and produced layouts. Managed small creative team. Accounts: La Blanca Swimwear, Fashion Island Newport Beach, Century City Shopping Center, Clothestime, Cosmar Cosmetics, Body Drama, Horizon Furniture.

### **08/89 - 2/92**

**Surfing Magazine, San Clemente, CA.** *Promotions Art Director.*

Designed and produced editorial, advertising and event promotions, media kits, direct mail and ads for this sport and lifestyle publication.



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## HIGHLIGHTS & ACCOMPLISHMENTS

### **BXC Design - nicelogo.com**

- Launched a design and branding studio in the spring of 2005
- Total billable's since incorporated in 2008 are over 3.5 million
- Solely built a client base of internationally recognized brands including Giro, Quiksilver, Callaway, E&J Gallo, Mattel, Hasbro etc.
- Helped launch of several succesful new branding systems including: BodyLab by Jennifer Lopez, Komunity by Kelly Slater, BSX Endurance and Hasbro's Cuponk.

### **O'Neill, Inc. - International Outerwear & Wetsuit Brand**

- Promoted to Creative Director in March of 2004 to direct all global creative and was their global "creative" brand director.
- Based on consistent execution of brand strategy and many other factors O'Neill has seen growth since 2001
- Nominated for Best Advertising Campaign by SIMA board of directors in 2003.
- Launched international redesign of the O'Neill logo.
- Increased retailer support and sales by implementing a POP and instore marketing program based on research collected from consumer registration feedback.
- Created an online product registration web interface that has collected data from over 10,000 core customers.
- Strategically targeted our single magazine ad campaign into 3 separate niche magazines tripling our target audience without an increase in budgets.
- Wrote RFP to recruit a retail design firm to design the first O'Neill flagship store.
- Developed and presented the Global Brand Strategy with David Aker's Profit Strategy Group from San Francisco.
- Directed the 50th anniversary marketing and rebranding program globally.
- Created an online resource website for all licensees to view, share and download creative resources reducing shipping costs and time-intensive requests.
- Created a custom job tracking program reducing paper and missed deadlines. Allowed billable hours and accountability from creative staff.

### **Sicola Martin - Marketing, Advertising Agency**

- Addy Award winner for packaging and logo design '97 and '98.
- CD3 Rebranding, packaging and ecommerce. Named companies CD storage product line Discgear. Registered domain discgear.com. Within 1 year ecommerce sales reached 300K per month from 0.
- Work published in Print Magazine's national design annual.
- Presented as lead creative on all projects assigned to myself working with Account Reps and Creative Directors.

### **Miles Communications - Fashion Advertising Agency**

- Fashion art director for LaBlanca Swimwear. Casting of top international models, photographers and locations. Managed shoot budget of 45k+ per day. Edited photography and designed final layouts. Oversaw printing of 3 million inserts. Campaign launched internationally in all major women's fashion publications including Elle, Cosmo, Vogue etc.



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## SKILLS & QUALIFICATIONS

- Creative brand strategists that refines brand purpose and inspires teams
- Senior level creative director, art director, graphic designer, mentor and manager
- Brand advocate that can present, inspire and manage a global brand voice
- Client interaction and presentation skills
- Concept and execution of a campaigns in most media
- Identity design and usage guidelines
- Retail environment space design
- Product merchandising and design
- Product graphics
- Budgeting and creative project and team management
- Writing skills include brand strategy DNA, creative copy, briefs, RFP's, and more
- Packaging design and print production
- Magazine, Brochure and Catalog planning, design and production
- Event promotions and graphics
- Website architecture and planning
- Manage website content and social media
- Understanding of Database management tools including mysql, PHP and Filemaker
- Photo art direction and editing
- Talent casting and location scouting
- Department lead answering to CEO and VP levels.
- Annual employee performance reviews
- Outsource management, budgeting and request for proposals
- Tradeshow booth design and production
- Knowledge of most Mac based creative programs including Photoshop, Illustrator, InDesign, Xcel, Word, PowerPoint, FileMaker, etc.
- International Travel and a current Passport.

## PERSONAL PASSIONS

- Surfboard Shaper, Artists, Maker, Compost Gardner
- Surfer, Snowboarder, Hiker, Biker
- Adventure Sport Traveler
- Dad (2 daughters) & Husband (20 years)



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## CLIENT TESTIMONIALS

### CALLAWAY GOLF

Drew's passion, creativity and enthusiasm is infectious. He is a brilliant mind that will take any brief to a design that will not only meet and exceed your expectations.... it will make you wonder if he is from this planet. Thank You for elevating our brand."

*Johnny Rodriguez, Sr. Marketing Manager*

### NIXON WATCHES

"Drew is an expert in the process of creating professional level visual communication with an edge. His diverse experience affords him a unique perspective to solving problems. His work ethic and communication skills are among the best, both of which I find paramount to the successful execution of a creative project."

*Eric Crane, Product Brand Manager*

### QUIKSILVER

"Drew did a great job from original concepts thru actual production. Drew developed new logos, fonts, ad campaign concepts, line guides, web site and general marketing ideas for Komunity Project. We are very happy with the way Drew worked with our team to implement all of the above."

*Dave Lester, Brand Manager*

### HASBRO

"Drew and his team have been nothing but fantastic on many of my recent global brand launches. Our team hired Drew to concept and develop logos and artwork for Bop-It and Cuponk products in the early stages of development. Each time they've gone above and beyond expectations and greatly contributed to our branding and brand feel. We continue to work together and I cant wait to see every round of creative from BXC."

*Derek Westen, Global Brand Manager*

### O'NEILL EUROPE

"Drew has a perfect feeling and knowledge of communication concepts and advertising. Next to that he has very strong graphical skills. Besides creating all sorts of concepts himself, he did an excellent job to support the campaigns and promotions we created at O'Neill Europe."

*Mark Koevermans, Marketing Director*

### FELT BIKES

"Keeping true to our core brand message, BXC stepped in and delivered exactly what we needed with a fresh and unique perspective, on-time and in-step with our existing staff."

*Doug Martin, Marketing Director*

### FOAM MAGAZINE

"At Foam magazine, I had the pleasure of working with Drew on a gentle design overhaul of the magazine's graphic design. He provided thorough analysis and solutions to our pages. He was always willing to work hard and is only satisfied when you are."

*Kristina Dechter, Editor*