

# Louie Reynolds

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Full portfolio viewable at [www.LouieReynolds.com](http://www.LouieReynolds.com)

## **A highly talented Art Director and Creative Management Professional**

### Summary

A truly tested ability to conceptualize, develop and deliver contemporary concepts based on one-off and brand driven strategies. A proven manager of artistic personalities whose purpose is the delivery of on-target creative to elevate the sales of billions of dollars of product. Driven to deliver stellar creative conceptualization, development, layout, design and production of collateral, including, but not limited to, in store materials, presentation materials, packaging concepts, and mock-ups. Experienced in the latest Mac Operating Systems and the Adobe Creative Suite. (PhotoShop, Illustrator, InDesign, Acrobat)

### Professional Experience

#### **Schawk Inc.**

**2005-10**

##### *Creative Director*

- Direct on-site creative team embedded in RadioShack headquarters.
- Meet with internal stakeholders to determine project scope, deliverables and timelines.
- Maintain awareness of status and project deliverables, ensuring designs meet company standards and needs.
- Assign design projects to the creative staff, reviewing and approving all work.
- Manage the day-to-day aspects of the design and content team and lead them in the development of creative concepts ensuring a high level of creative work.
- Create and develop campaign concepts, offering multiple design options and perform hands-on creative execution on projects.
- Design and produce graphics for movie and TV licensed projects, with or without predeveloped style-guide information.
- Produce graphics for PowerPoint presentations.
- Create 2D comps and 3D mockups for Brand, Marketing and Merchandising teams to assist in their preproduction planning and presentations.
- Collaborate with other design teams across the Schawk Creative network to insure the delivery of the best creative for the RadioShack client.
- Mentor the creative staff and serves as the primary creative critic.

#### **RadioShack Circle R Group**

**2002-05**

##### *Senior Graphic Designer*

- Met with Creative director to determine project scope, deliverables and timelines to maintain awareness of status and project deliverables, ensuring designs met company standards and needs.
- Created and developed concepts for packaging structure and graphics, offering multiple design options and performed the hands-on creative execution on projects.
- Designed and produced graphics for movie and TV licensed packaging with or without predeveloped style-guide information.

## Moore Creations Inc.

**2000-02**

### *Art Director*

- Met with internal stakeholders to determine project scope, deliverables and timelines.
- Created and developed concepts for advertising, packaging structure and graphics, offering multiple design options and performed the hands-on creative execution on projects.
- Maintained communication with printers, photographers and overseas production facilities to insure quality productions of advertising materials and packaging.
- Created and produced graphics for web-page and tradeshow.

## Studio 212

**1998-99**

### *Digital Illustrator*

- Responsible for the production of high-resolution illustrations as well as digital composite and retouch, for a high profile brand client base including Hasbro, J.C Penney and BMW

## DDB Needham Worldwide, Tracy-Locke

**1990-98**

### *Studio Manager*

- Managed the production studio responsible for the development of production art for all DDB Dallas accounts.
- Provided all high resolution, digital retouch and illustration.

### *Senior Illustrator and Group Supervisor*

- Create comps and 3D mockups for DDB and Tracy-Locke marketing and merchandising groups to assist in their preproduction planning and presentations.
- Supervised an eight-person illustration and comp team to support high level brand Accounts including Pepsi, Viacom, GTE, Midway Games, Frito-Lay, Taco Bell and American Airlines

## Computer Skills

Adobe Photoshop, Adobe Illustrator  
Adobe Indesign

## Awards

2004 London Award, Designer  
2003 London Award. Designer and Illustrator  
2004 Addys -Gold, Silver, Silver, Bronze  
2003 Addys -Silver, Silver, Bronze  
1994 Advertising Annual: Illustration Award