

DALLAS, TX

214.763.3462

larry@thatdesignerguy.com

EDUCATION

Oklahoma State University

Graduated in 1996

Visual Communications
Technologies

INDUSTRIES SERVED

Employee Benefits
Communications, Senior
Living, Specialty Retail,
Healthcare Services, Military
Services, Nonprofit, Consumer
Finance, Financial Services,
Specialized Investment & Asset
Management, Commercial Real
Estate, Property Management

SOFTWARE

Adobe Creative Cloud:

InDesign, InCopy, Illustrator,
Photoshop, Acrobat, Muse,
Premier, Dreamweaver, and
Muse. **Other:** AdVantage,
ProofHQ/Workfront, Wrike,
Filefly, PageProof, In5, MS
Office Suite, Keynote, Final Cut,
HitMovies Express, Recosoft,
Suitcase, and Skyfonts.

PROFESSIONAL RECOGNITION

2015, Outstanding Achievement
in Web Development:*Investment Standard of Excellence,
Web Marketing Association*2014 Outstanding Achievement
in Web Development:Best Investment Website,
*Web Marketing Association*2013 Outstanding Achievement
in Web Development:Best Investment Website,
Web Marketing Association

PROFESSIONAL SUMMARY:

A seasoned, art director with 25 years experience. Skilled in producing creative solutions with visual substance for performance-measured, content-rich marketing tactics that are strategically designed to increase brand value, elevate customer experience, and deliver results.

CAREER EXPERIENCE:

Art Director | Implico Communications | Dallas, TX | FEB 2020 ▶ MAY 20, 2022

Lead in-house designer in the creation of customized employee benefits communications programs for a variety of corporate industries and cultures.

- Participated in the design and production of more than 800 unique deliverables for employee communications programs across the client roster, including: long-form publication, digital assets for microsites and landing pages, PowerPoint, and direct mail.
- Coordinated between in-house and contract resources to ensure accuracy and timely delivery.
- Specialized in the brand creation and development of distinctive wellness programs.

Art Director | GlynnDevins/Attane | Kansas City, MO | SEP 2019 ▶ JAN 2020

Art Director | Murdock Strategies | Oklahoma City, OK | NOV 2017 ▶ SEP 2019

(GlynnDevins acquired Murdock Strategies in September of 2019.)

Design lead on all advertising and marketing projects for highly strategic, multi-channel campaign initiatives across a client portfolio of 250 for-and not-for-profit senior living communities spanning 35 states, including Hawaii.

- Skillfully directed the production of a diverse range of marketing materials, including print and digital deliverables. Produced captivating brochures, and engaging direct mail campaigns while coordinating photo shoots, attending press checks and client management meetings.
- Managed contract design and production vendors to ensure that creative was aligned with the client's strategic and tactical plan, presented timely, on budget and in brand.
- Designed brand architecture for a diverse range of senior living communities, each with their own unique personalities and levels of care, then directed the holistic implementation of the brand across multiple touch points including: print, web, email, social, wayfinding and events.
- Collaborated with executive-level sales and marketing teams to identify and establish a creative and deployment strategy ensuring that client needs were addressed and measurable.

Art Director & Production Specialist | Dallas, TX | JUN 2016 ▶ NOV 2017

Provided branding, graphic design and production services for clients in retail, specialty investment sectors, senior living, financial services, and the Department of Defense.

- Created a complete branding platform within an eight weeks for Oakline Advisors, an SEC-registered investment adviser with a specialization in residential whole mortgage loans.
- Partnered with the U.S. Department of Defense, in a brand refresh for the MilitaryStar® Card – a proprietary consumer credit services vehicle for The Exchange.
- Provided art direction, graphic design and production support for Murdock Strategies – a sales and marketing consultancy – focusing on the sales, marketing, and operational needs for senior living communities across the United States.

Associate Creative Director | Provasi Capital Partners | Dallas, TX | AUG 2009 ▶ JUN 2016

Brand architect and design director of all marketing and corporate communications, supporting a national sales team, for a firm managing over \$11B in portfolio assets, across 11 investment products. Negotiated priorities of over 60 concurrent projects weekly: print, web, email, social, and video.

- Directed the concept and design of the Provasi brand, successfully launching all digital and print components ahead of a sixteen week deadline.
- Conceptualized and art directed the re-brand of Behringer Harvard to Behringer to align with newly developed corporate mission, vision and values.
- Collaborated with executive team and fulfillment director to create a print-on-demand collateral fulfillment program resulting in a 47.2% reduction in annual fulfillment expenses.
- Directed the creation and implementation for multiple brands on the distribution platform.

REFERENCES

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7100 North Classen Boulevard, Suite 106
Oklahoma City, OK 73116

(Murdock Strategies was acquired by
GlynnDevins/Attane in September 2019)

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PROVASI CAPITAL PARTNERS

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(Provasi Capital Partners and Behringer
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