



LARRY WILKERSON

thatdesignerguy.com

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214.763.3462

SUMMARY: Proven visual communicator with extensive experience in the planning, organization and production of performance measured content-rich marketing with a successful track record that includes:

1. concept development & design
2. project strategy & planning
3. budget analysis & planning
4. design & production team administration
5. print to digital evolution

PROFICIENCIES: Branding and execution, collaboration, resource allocation and leadership. Work flow management and priority negotiation for an average of 1,000 individual projects annually that included 17 internal clients.

EDUCATION: OKLAHOMA STATE UNIVERSITY
Graduated in 1996
Visual Communication Technologies

AWARDS: OUTSTANDING ACHIEVEMENT IN WEB DEVELOPMENT:
Investment Standard of Excellence, Web Marketing Association 2015

2014 SITE OF THE YEAR
Award by EKTRON

OUTSTANDING ACHIEVEMENT IN WEB DEVELOPMENT:
Best Investment Website, Web Marketing Association 2013 & 2014

AWARD OF EXCELLENCE IN DIRECT MAIL CATEGORY
Awarded By PI-Gulf Coast & Printing And Imaging Association Of MidAmerica

EXPERIENCE: ASSOCIATE CREATIVE DIRECTOR
PROVASI CAPITAL PARTNERS LP | ADDISON, TEXAS
APRIL 2014 ▶ JUNE 2016

Successfully conceived, designed and launched Provasi Capital in 16 weeks. My involvement included naming and logotype, complete graphics standards, digital and print collateral systems, email templates, video graphics, and a responsive Website. Resource and team management and freelancers, and work flow; collaborated on brand launch strategy with marketing and corporate communications teams.

Milestones successfully achieved:

1. Increased page views by 149% and mobile platform sessions by 1,095%. New site visitors increased by nearly 19%.
2. Reduced the cost of investor kit fulfillment 54% by moving to a print-on-demand work flow versus previous pick-and-pack method. This also yielded considerable savings by reducing inventory overhead and the costs associated with scrapping.
3. Successfully exceeded industry benchmarks with brand awareness campaign via a targeted paid and earned media strategy that included print, digital and video assets for delivery. Open and click-through rates (CTR) consistently out-performed expectations (benchmark/actual): native content open rate 22%/52%, CTR 0.18%/2.07%, dedicated email open rate 22%/24%, CTR 2.75%/8.57%, targeted display CTR 0.08%/0.46%

SENIOR ART DIRECTOR
BEHRINGER HARVARD / BEHRINGER | ADDISON, TEXAS
AUGUST 2009 ▶ APRIL 2014

Successfully conceived, designed and launched Behringer brand evolution. Aside from logo development I conceived the complete graphics standards and evolved it across all digital and print collateral systems, email templates, and directed a complete video graphics refresh. I coordinated the work flow to ensure all deliverables met deadline and simultaneously coordinated the separate branding efforts of products adopted onto the distribution platform.

Milestones successfully achieved:

1. Created the brand, graphic standards then executed it across all new and existing collateral systems as well as those in prototype.
2. After completing a full content audit the new Behringer Website received a streamline in size, look, and interface. The result was a completely refreshed Web presence The Behringer website received the 2013, 2014 & 2015 WebAward for Outstanding Achievement in Web Development and Ektron's 2014 Site of the Year Award.



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SKILLS: DESIGN

Research, synthesis, and evaluation; typography, visual story telling

SOFTWARE

Adobe Creative Cloud:

InDesign, InCopy, Illustrator, Photoshop, Acrobat, Muse, Premier, After Effects, Experience Designer, Balsamiq, Animate, Dreamweaver, and Muse

OTHER

In5, MS Office Suite, Keynote, Final Cut, HitMovies, Recosoft plugins, Suitcase, iBooks,

**PREVIOUS EXPERIENCE: ART DIRECTOR & PRODUCTION SPECIALIST
CONTRACT & FREELANCE | DALLAS, TEXAS
SEPTEMBER 2006 ▶ AUGUST 2009**

Milestones successfully achieved:

1. Collaborated with Vertis Communications in the build up and roll out of a high-volume automated production platform to accommodate the grocery industry for the delivery of circulars to service 11 divisions for Tom Thumb.
2. I art directed and coordinated interior wayfinding for the downtown Sheraton hotel after it's purchase from Adam's Mark. Sheraton was a client I maintained after the closing of Gregory Group, inc.
3. I art directed a targeted multi-component direct mail campaign for Polo Ralph Lauren to promote and cross-sell between it's multi-channel retail concepts.
4. I performed as both designer and art director to augment the in-house marketing needs for Chase Paymentech. Several initiatives across diverse lines of business were created including: enhanced gift card presentation graphics, co-sponsored direct mail campaigns, illustrations for internal initiatives and promotions, such as the Payment Pacers 5k running team and others.

Other clients successfully served include:

Behringer Harvard, Donna Karan Collection, Ivie & Associates, Boy Scouts of America, Texas Hematology Oncology, First Synergy Marketing, and LW Communications.

SENIOR GRAPHIC DESIGNER

GREGORY GROUP, INC. | DALLAS, TEXAS

JULY 1999 ▶ SEPTEMBER 2006

Developed creative for retail, business-to-business and consumer accounts that included Trammell Crow Residential, Matteo & Company, Centex, Pure Light Candles, Sutherland Teak, Adam's Mark Hotels, Polo Ralph Lauren, Anne Klein, Michael Kors and Donna Karan. Projects administered and range from annual reports, direct mail, environmental graphics, ROP advertising, seasonal consumer catalogs, billboard and POP/POS.

Milestones successfully achieved:

1. Branded then designed and managed production through installation of over 1 million square feet of property signage across four multifamily developments for Trammell Crow Residential. These assets were located in Dallas, Austin, Arlington, and Plano, Texas.
2. I designed and oversaw production through in-home delivery of a highly successful direct mail campaign for the Polo Jeans Co targeting recent high school graduates entering college. The oversized mailer doubled as a dorm room poster featuring specific lifestyle photography that the audience could relate.

OTHER INTERESTS: FOREIGN LANGUAGE STUDIES

Studying German

INNOVATIVE DIGITAL PUBLISHING SOLUTIONS STUDIES

in5, Twixl Media, Aquafadas, and PugPig