



Stuart Gordon

Art Director, Sr. Visual Designer

email: stuart@stuartgordon.com

portfolio: stuartgordon.com

cell: 425-466-7973

EMPLOYMENT HISTORY

Kaiser Permanente (formerly Group Health), Renton, WA | Sr. Visual Designer | 07.2012 — present

- In-house creative team lead producing a full range of healthcare communications in a number of print and digital formats supporting strategic marketing and medical office goals.
- Brand gatekeeper focusing on consistent visual application across multiple media. Ensure content is customer-centric and delivers measurable marketing results in the B2C and B2B space.
- Present concepts, prototypes, iterations, and finished designs to project stakeholders.
- Types of print assignments include: direct mail, brochures, booklets, fact sheets, sales kits, ads, and forms. Digital marketing projects include: wireframes, user flows, emails (design + HTML coding), web sites, landing pages, mobile, video, banners, PowerPoint presentations, and social media support.
- Provide art direction and mentoring to design staff and production artists as needed. Interview and select candidates for seasonal contract staffing. Work closely with printers and other external vendors. Check proofs (both internal and vendor generated) for color, accuracy, and content.

Stu Art+Design, Kenmore, WA | Art Director, Graphic Designer | 05.2008 — 07.2012

- Contract designer for: Emerge Partners (T-Mobile), GC Direct (PacMed), Coral Calcium LLC, Integrity Health, Outsource Marketing (Kenworth, Snoqualmie Casino, ERA Living), and RPM Direct Marketing.
- Concepted, designed, and produced marketing communications for print and digital marketing to meet various marketing goals; *Print*: brochures, newsletters, ads, direct mail, product packaging, logo and identity. *Digital*: web sites, emails (design + HTML coding), banner ads, etc.

Hacker Agency, Seattle, WA | Associate Creative Director, Art Director | 10.1999 — 05.2008

- Client roster: AT&T Wireless, Audi Bank, Blue Cross Blue Shield, Comcast Business, Hyatt, Kaiser Permanente, Medica, Microsoft, MSN, Netflix, Starbucks, and many others.
- Supervised a design team, drove concept development in respect to print and online marketing strategies. Developed direct mail & email campaigns, integrated direct marketing, DRTV, and project development of high-profile brands from end-to-end. Worked closely with clients and internal stakeholders to ensure marketing and brand strategy met ROI-driven goals.
- Provided mentorship and conceptual partnership to art directors, design staff and copywriters. Managed contract talent/vendors as needed.

(Please request work history prior to 1999)

SKILLS

- Ability to lead a creative team and manage vendor relationships.
- Skilled in Adobe Creative Suite: InDesign, PhotoShop, Illustrator, DreamWeaver, Lightroom, Microsoft Word, Excel and PowerPoint. Photography & video shooting/editing experience.
- UX design, responsive/mobile design, wireframe, prototype, HTML/CSS coding, and content marketing.
- Comfortable presenting to stakeholders and able to incorporate feedback from multiple inputs.

EDUCATION

Otis College of Art and Design, Los Angeles, CA

- Bachelor of Fine Arts (BFA) degree in Communication Design.

AWARDS

- DRTV Telly award, Echo Award, Certificate of Merit (Graphic Design USA Magazine), Best of Show (Pioneer Awards), Silver & Bronze Medals (Pioneer Awards).



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PROFESSIONAL REFERENCES

Brian Gilbert

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Melissa Stevens

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Ken Wheeler

Creative Director, Designer

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Gretchen Fuller

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Jeannine Widmann

Project manager turned personal coach

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Paul Ford

Creative Director, Writer

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