

1050 W. Diversey Pkwy. #1 Chicago, IL
312 316 6776 · joshnard@gmail.com
media portfolio: www.joshuanard.com

joshua nard

experience

Ameriflex, Marketing/Art Director · 01.07- present

Clients: MPS, DCM, Holweg, Drent-Gobel, Weber, ATM

- Strategize 2008 advertising campaign encompassing print, on-line, and new media
- Redesign and direct team for web sites with dynamic flash and xml data flexibility, manage server
- Connect strong business associations to the product with relational copy to drive call to action
- Manage advertising campaigns: print and e-blast calendar deadlines plus web site redesign within budget
- Bolster targeted product knowledge with educational focused e-blasts, video streams with metric analysis
- Develop targeted media presentations for conferences and expos with trend data
- Break down client product technology benefits into comprehensive and impactful copy

Result: Increased traffic on client site over 20% and moved Q1'08 sales by 12% over Q1'07.

Draftfcb, Sr. Art Director · Emerging Media Department, 05.06 - 12.07

Clients: State Farm, Kmart, CVS Pharmacy, Nokia, USPS, Brinks, Coors, SC Johnson, Yum! Brands

- Concept, direct and execute creative spots in broadcast & new media venues
- Tested project management of multiple projects within deadlines and budgets
- Capture target audience with simple, relative storytelling memorable to imprint client message
- Maintain brand essence for client with relational building with agency experience
- High degree of broadcast, kiosk, new media and interactive for successful execution
- Actively sought out emerging technology for relevant new advertising markets
- Successfully designed and launched continental new media/kiosk network for large client

Result: Increased State Farm awareness in services and agent offices within public locations around the United States and Canada.

Viacom / CBS 2 Chicago, Broadcast Designer · Promo/Design Department · 07.02 - 05.06

Clients: Viacom/CBS Programming and Promo, ComEd

- Provided creative direction for new brand identity in promos, news opens, billboard/print, specials, topicals
- Directed editors and photo/videographers in production from storyboard to completion
- Experience in story boarding, pre-production budgets, producing set props, production directing, and post
- Managed multiple tight, sometimes same-day deadlines within highly stressed environment with a smile
- Excellent quick thinking and team collaboration necessary in project execution for deadlines

Result: Shifted public trust from last place to tied for 2nd in highly competitive market in 2006

Digital Kitchen, Radar Studios, DCM & Draft, Freelance Motion & Interactive Designer · 01.01- 07.02

Clients: McDonald's, Virginia Electric, Sears Auto, Switchboard.com, Burger King

Parallel disciplines of freelance animated design, compositing and post-production effects for agency new business pitch work, spot finishing, and broadcast design. Breaking down key objectives into creative solutions for coherent, successful pitch campaigns. Also, was a lead developer in html/flash content for b2b advertising.

HBO & Time-Warner new media channel (Signcast), Motion Designer · 06.00 - (close)12.00

A former new/emerging media start-up channel with national and European network of media driven advertising in public venues. Responsibilities included producing various relevant entertainment segments to capture age specific audience attention between advertising spots.

Avenue Edit/Somersault, Jr. Motion Designer · 11.98 - 06.00

Clients: Sears, Oldsmobile, Miller, ATA Airlines

Artistic and finishing support for Design/Visual Effects group serving agency spot work. Advanced technical knowledge of broadcast tape and computer standards in both analog and digital mediums. High degree of organizational skills necessary to juggle multiple, daily client requests and deadlines.



Education: Savannah College of Art & Design, Double B.F.A. Video|Film & Animated Art/Design
Four year scholarship, Art History minor

Skills: Photoshop/ImageReady · Illustrator/Freehand · After Effects · Invigorator 3D · Microsoft Office
Dreamweaver/CSS · Flash · Spry/Ajax · Final Cut Pro · Compressor · Motion · DVD Studio · InDesign

Honors:
2007 Bronze Promax/BDA North America award, Art Direction in an Image Campaign
2006 Gold Promax/BDA North America award in Art Direction
2006 Silver Promax/BDA North America award in Title Design
2005 Emmy award Title Design nominee
2005 Silver Telly award for Art Direction
2005 Silver Telly award for Animated Title Design
2005 Discreet artist profile, article and NAB speaker on branding
2005 Promax/BDA magazine article on brand positioning in broadcast
2004 Emmy award for Title Design
2004 Promax/BDA road show guest speaker: "Importance of branding in media"
2004 Discreet National Association of Broadcasters "Best of Show" reel
2000 Silver Telly award in Design
2000 Bronze Telly award in Animation

