

WORK EXPERIENCE

HCA Healthcare (Mountain Division) - Creative Director

Salt Lake City, UT. (5 years, July 2014 - Present)

- Initial and ongoing responsibility for this position was to create and build, organize and manage a new internal creative department
- Oversee the entire healthcare brand in every aspect, from logo management, to driving creative marketing plans
- Manage and mentor a small team of in-house and freelance designers, manage and direct freelance photographers and videographers
- Work closely with 11 hospitals to find creative marketing solutions for their needs and programs
- Develop creative campaigns that promote and bring awareness to specific medical procedures and solutions for prospective patients
- Responsible for creating much of the custom photography and some video content that is used within our marketing efforts
- Extensive experience conceiving ideas and creative for online video and TV media, as well as directing and managing videoshoots
- Work closely with the entire marketing department to develop branding/marketing plans and budgets for projects of all sizes and scope
- In charge of managing budgets, bids, workloads, logistics and timelines for all creative projects
- Comfortable directing other designers and creatives as well as getting into the nuts and bolts of producing and developing campaigns
- Special focus and experience in developing content and staying current with online and social media marketing trends

American Airlines/US Airways - Senior Graphic Designer

Tempe, AZ. (3 years, August 2011 - June 2014)

- Designed and managed web page content for AmericanAirlines.com and USAirways.com, US Airways Vacations and Dividend Miles
- Created internal marketing and informational material vital to company communication and awareness
- Developed multiple brand-compliant ad campaigns and promotions for customer retention and membership programs
- Designed for and managed print production of huge awareness campaign (web, print, environment graphics, social media) for '30DaysforDC' promoting new Washington DC flights and services
- Edited sound on multiple videos for interactive sales and social media platforms
- Assisted in the redesign and user experience thinking behind USAirways email marketing program, resulting in a 23% increased click-thru rates which helped to boost the programs \$12 million annual revenue
- Art directed and organized multiple photoshoots in NYC and North Carolina, in support of US Airways Clubs
- Responsible for in-house photography (product shots, location photography, airplane livery etc.)

Fusion-io - Contract Graphic Designer

Salt Lake City, UT. (1 year, January 2011 - December 2011)

- Designed projects to drive sales and awareness to the brands innovative computer hardware products/services

Rockford Fosgate Corp - Contract Graphic Designer

Tempe, AZ. (9 months, December 2009 - August 2010)

- Designed for multiple projects (branding development, buyers guides, product brochures, magazine ads, editorial spreads and tradeshow graphics) that promoted awareness and sales to the brands high-end car audio solutions

FranklinCovey - Art Director

Salt Lake City, UT. (4 years, February 2005 - January, 2009)

- Art directed and designed within revolving teams of project coordinators, writers, and photographers
- Art directed and managed photo shoots, freelance designers and the companies own production department
- Responsible for art direction, conceiving and branding of all FranklinCovey planning products and software packaging material
- Took creative lead in product development on consumer offerings (binders, journals, notebooks, planners, etc.)
- My planner designs, such as 'Her P.O.V.' planners were top selling products within the FranklinCovey planner lines
- Worked with software developers in creating better UI design experiences for multiple software products such as 'PlanPlus Online'
- Created marketing campaigns that promoted awareness and sales of company products and planning methodology, including national advertising campaigns, marketed for Staples, Office Depot, Costco, Target and Walmart

Mall Marketing Media - Art Director/Graphic Designer

Layton, UT. (7 years, January 1998 - January 2005)

- Art directed a team of 3 designers in an ad/marketing agency that focused on retail marketing
- Developed creative concepts and copy for national marketing campaigns of various retail shopping destinations (The Mills Corporation: Arizona Mills, Ontario Mills, Grapevine Mills etc.)
- Design and marketing solutions addressed branding and awareness needs of shopping destinations and promoted retail sales campaigns

KicbalStudio | Christopher Watson - Art Director/Graphic Designer/Photographer

(ongoing freelance design)

- Create compelling solutions for projects that meet and blow away my clients expectations, resulting in many referrals and repeat customers

EDUCATION

Brigham Young University - Graphic Design Major (BA program), **Film Minor** (plus 3 GE classes to complete)

SKILLS

- Art direction, design, photography, video editing, sound editing/design, concept development, branding, copywriting, press-checks
- Expert in Adobe Creative Suite (Photoshop, Indesign, Illustrator, Premier, Muse) and Logic, Garageband sound software
- Working knowledge of HTML, CSS, WordPress, CMS software, Basecamp & Workfront project management, Microsoft Office