

Louis P. Leos

Creative Professional

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SUMMARY OF QUALIFICATIONS

- Creative, detail-oriented, with a clear understanding of the comprehensive creative process
- Computer proficient (MAC and PC): Quark Xpress, Illustrator, Photoshop, InDesign, Dreamweaver, Flash
- Solid understanding of practical benefits and limitations of Internet technologies and how comps effectively translate to code
- Highly knowledgeable in print production, from project inception/concept through final prepress and production
- Strong design, writing and presentation skills
- Team-oriented, positive, and proven ability to lead and manage a creative team
- Both agency and in-house creative experience within multiple industries

EXPERIENCE

2010 - Present | Ignite Health | Irvine, CA

Senior Art Director – Provide concept, art direction, design and team lead services for major pharma and medical device clients, including Edwards Lifesciences, Amgen, Abbott Medical Optics, Roche, Lilly and Satellite Healthcare. Projects include strategy, concept and design of Web sites, print ads, collateral, brochures, Web banner ads, interactive modules, branding, and trade show. Pitch all creative concepts and designs to internal account staff and clients. Art direct applicable photo shoots. Attend all creative testing and research activities. Oversee/mentor junior staff to develop their skills and to work collaboratively towards successful completion of projects while accommodating stringent regulatory requirements. Provide fast turnarounds, while still maintaining high quality of work and integrity of respective brands. Effectively hit all deadlines while maintaining a high sense of budget-mindedness.

2008 - 2010 | MOTOR Creative Marketing | San Clemente, CA

Senior Art Director – Provide concept, art direction, design and production services for a multitude of clientele, including Toshiba Medical, ViewSonic, Panasonic Avionics, Auria HDTV, Orange County Memorial Medical Center, Girl Scouts of Orange County, Whittier Law School, Occidental College and Motor Creative Marketing. Projects included ads, print collateral, brochures, Web banner ads, branding, Web design, packaging and outdoor. Worked under tight deadlines, fast-paced schedules and maintained good budget-mindedness and high utilization of billable hours.

2008 | White Barn Group | San Juan Capistrano, CA

Senior Art Director – Responsible for managing the entire workflow of creative studio consisting of 4 designers. Conceptualize, art direct and lead design the creative for multiple accounts, including leading restaurant, interactive and tech clients. Art direct photo shoots to include food, location and product shoots. Work with creative directors to conceptualize creative for all projects, including advertisements, point of purchase materials, brochures, Web sites, and promotional videos. Lead internal brainstorm sessions with all team members to generate ideas and concepts for projects. Present all creative to clients.

2005 – 2007 | Honest Mechanics Advertising | Costa Mesa, CA

Senior Art Director/Studio Manager – Responsible for managing the entire workflow of creative studio consisting of 7 designers. Conceptualize, art direct and lead design the creative for multiple accounts, including an award-winning, 3 million dollar automotive/recreation account, consisting of 31 products lines for annual model year collateral campaign, advertising and point of purchase materials. Art direct photo shoots and work closely with photographers and stylists to achieve best results for all photography used for multiple collateral. Conduct photography review meetings with client to optimize color and quality of images taken. Work in conjunction with Account Executives and Creative Directors to fulfill client directives effectively, on time and under budget.

2002 – 2005 | Roth Staffing Companies, Inc. | Orange, CA

Sr. Graphic Designer – Responsible for the initial sketch and design, production and final release of multiple marketing collateral, including ads, brochures, direct mail pieces and Web layouts for a \$250 million company. Carried each project from initial concept through design and production and fulfillment. Worked directly with the C.E.O. and Director of Marketing to facilitate each project. Oversaw work of two other designers.

1999 - 2002 | Lawrence & Ponder Ideaworks | Newport Beach, CA

Sr. Graphic Designer – Lead graphic designer for majority of agency clients. Collaborated with Creative/Art Director and other designers to complete a multitude of design projects such as corporate brochures, ads, direct mail pieces, Flash animations, Point of Purchase displays and light packaging.

AWARDS

2007 District 15 Addy Award – Silver, Fleetwood Enterprises “Gearbox” Collateral Campaign

2007 Inland Empire Addy Awards – ‘Best in Show’ Print, Multiple Gold and Silver Fleetwood Enterprises / American Coach Collateral Campaigns

2006 Inland Empire Addy Awards – Multiple Gold and Silver, Fleetwood Enterprises / American Coach Collateral Campaigns

EDUCATION

Bachelor of Arts, Marketing Communications, California State University, Fullerton