

Todd Wilson

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I am currently a freelance designer and art director based in Chicago, Illinois. I have been working in various design fields for nearly 18 years and have amassed a very wide range of skills. From graphic design to photography or ux to motion graphics, whether it's traditional or digital, for print or for screen, I simply love everything creative.

EXPERIENCE

- May 94 - Present **Principal, Pixel Factory, Chicago, IL**
Over the last several years, I have had the opportunity to work with a variety of companies developing strategically-driven branding, advertising and marketing materials. Some of my clients include Jim Beam, BP, Metra, The Logan Theatre, Human Synergistics International, Char Crust and Really Nice Restaurants. My work for my clients includes developing smart ad campaigns, dynamic websites, email blasts and effective collateral materials. When a project calls for it, I can be brought in to create a brand from the ground up.
- February 13 - April 13 **Contractor, Beam Global, Deerfield, IL**
Working within the Beam portfolio I designed packaging, point of purchase, interactive kiosks and presentations. Brands that I worked on were Effen Vodka, Jim Beam, Cruzan Rum, Calico Jack Rum and Pinnacle Vodka along with the American Stillhouse and Vodka Roadshow Teams.
- June 12 - February 13 **Contractor, Manifest Digital, Chicago, IL**
I was originally contracted to assist in the execution of the Kohl's Princess Vera Wang facebook application. After completion, my contract was extended to utilize my design and production skills with other clients. I worked hand in hand with UX and development teams to design elegant and forward thinking websites. A few of the clients I have worked with at Manifest are Allstate, Nike, Mather/Jahn, SportRx, Legacy.com and Northern Trust.
- May 03 - November 11 **Senior Art Director, HGadgroup, Chicago, IL**
Worked on such accounts as Rosen Automotive Group, Rogers Automotive Group, USA One Credit Union and Metra. Responsibilities included conceptualizing and creating campaigns and design materials. During my time at HGadgroup, I won three CUNA Diamond Awards for Youth Marketing & Financial Education, Branding and Community Marketing. I feel lucky to have worked and collaborated with some very talented people.
- August 00 - December 01 **Art Director, Baum & Olsen, Inc., Chicago, IL**
Worked as an art director/designer on a variety of accounts including Shure, Inc., iDine, Wacker and Ingersoll. Responsibilities included working closely with clients, copywriters and photographers as well as seeing projects through from initial conception to press.
- August 99 - March 00 **Graphic Designer, CMI, Inc., Chicago, IL**
Working hand in hand with sales staff and the pressroom I set up client files for production. Along with pre-press duties, I was the in-house designer and worked on clients including Cellular One, Ameritech, Hewitt, Harley Davidson and the University of Chicago.
- August 98 - August 99 **Pre-Press Designer, Frankel, Inc., Chicago IL**
Working with Art Directors, I implemented their designs into production ready documents. Other responsibilities included creating multiple versions of a layout for different vendors and media. Because of my strong production and color correction skills, I was brought into the McDonald's Branding Team where we implemented advanced color profiling for use in an on-line point of purchase ordering system.

EDUCATION Western Illinois University - *Advertising Illustration & Design*

SOFTWARE KNOWLEDGE I am generally considered to be a go-to-guy for technology and software questions. The following list contains a portion of my software competencies but I have the ability to quickly learn new software packages and enjoy that challenge.

Photoshop CS6 - *Expert*

Illustrator CS6 - *Expert*

InDesign CS6 - *Expert*

Flash CS6 - *Intermediate*

Dreamweaver CS6 - *Intermediate*

Corel Painter 12 - *Intermediate*

Apple Motion - *Advanced*

Apple Final Cut Pro - *Intermediate*

REFERENCES A portfolio and more information can be found at www.pixelfactoryinc.com
References available upon request.