

## **BART PRICE**   **Creative Director / AD**

1713 Las Gallinas Ave  
San Rafael CA 94903

[bart@bartdirection.com](mailto:bart@bartdirection.com)  
415.472.1490   [work site](#)

### **PROFESSIONAL PROFILE**

Versatile *Creative Director/AD* leveraged lead design and marketing skills to advance strategic brand awareness for a variety of companies and individuals across industries. Engaging team leader of interactive, print, and identity design solutions. Excels at art direction, concepts, teamwork, branding, project management and vendor oversight. Proven results collaborating with diverse teams and decision makers. Ability to illuminate a product or service truth by *merging strategic insight with passionate design*.

### **PROFICIENCY**

Creative Director | Hybrid Print & Digital Sr. Designer | Web Design & Development  
Print Solutions | Ads - Logos - Brochures - Direct Mail | Identity Branding Packages  
Team Leadership | Concept to Completion | Project Management | TV - Video - 3D  
Branding & Strategy | Vendor Oversight | Writing & Presentation | Consumer - B2B

### **CAREER HIGHLIGHTS**

#### ***Brand Building Experience***

- Three unique perspectives: 1) Art Director at top West Coast Ad Agencies  
2) Owner/CD of BDA Creative Boutique 3) In-house Executive Creative Director
- Advanced brand awareness for companies by discovering a product truth, determining the desired result, then merging strategic insight with passionate design.

#### ***Problem > Solution***

- Inconsistent Brand > Led in-house ad team to revitalize negative image and poor sales by repositioning homebuilder brand. Applied \$4M annually to print, identity, web, direct, outdoor and TV. Changed perceptions, increased sales by over 25%.
- No Awareness > Directed strategic creative for first-of-its-kind energy initiative with small budget and no awareness. Spent \$80K resulting in \$30M loaned out to property owners funding energy improvements. Exceeded expectations by 200%.

#### ***Creative Project Management***

- Designer and developer of user-centric flash websites with streaming video, interactivity, and photo galleries. Large custom UX websites done with developer.
- Supervised in-house creative department, exploring clear concepts, passionate design, strong teamwork and close attention to project details.
- Demonstrated commitment throughout work history to provide consistently superior work and results meeting or exceeding client expectations.
- Work has led to industry awards and recognition of results.

#### ***Sales and Marketing***

- Directed creative, production and business operations as owner of ad shop, implementing Marcom model that won accounts. Developed awareness for small to mid-sized companies with challenging budgets across a variety of industries.
- Created consumer and trade advertising for print, broadcast and online, analyzed research, promoted brainstorming sessions, recommended budgets.

**CAREER HIGHLIGHTS** *Sales and Marketing (Cont.)*

- Collaborated with leading ad agency creative, account, and production experts.
- Managed creative processes for interactive, print and production, improving design quality, work efficiency and client results.
- Analyzed a companies strategic needs, then merged with stand alone design.

*Organizational Leader - Mentor*

- Organized strategic design solutions for client interactive, print, broadcast, identity and collateral including concept to completion.
- Motivated creative and account teams to focus on implementing exploration of strategic insights across multiple media. Flexible enough to go-it-alone as required.
- Streamlined design processes, creative leadership, design mentoring and workflow coordination. Promoter of fun and accomplishment.
- Coordinated brand positions, ad budgets, creative briefs and production vendors.

**INDUSTRIES SERVED** New Energy, Technology, Education, Entertainment, Finance, Theater, Health, Sports, Hospitality, Food, Beverage, Fashion, Home, Utilities, Travel, Automotive, Non-Profit

**AWARDS** National Addy's - San Francisco Show - CA Annual - New York Andy - Best In The West - Financial Portfolio - EMA's Las Vegas

**TECHNICAL SKILLS** CS4 Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Keynote, Powerpoint, Photo Retouch, iWeb, QuarkXPress, Pages, Numbers, Word, OmniGraffle, Mac or PC

**PROFESSIONAL EXPERIENCE**  
**2008-2011** Creative Director, Bart Direction Advertising - BDA  
**2007-2008** Creative Director, Marketing Group West  
**2004-2007** Executive Creative Director, Rhodes Homes  
**1995-2003** Art Director/ACD, Bart Direction Advertising - BDA

**CAREER NOTES** Other full-time positions previous to 1995 in San Francisco and Seattle:  
Ad agency Art Director at Young & Rubicam, Hal Riney & Partners and Chiat-Day.

**EDUCATION & CREDENTIALS** Bachelor of Fine Arts in Advertising Design, Oregon State University  
AAAA American Association of Ad Agencies, San Francisco - Team Building Certificate  
Arizona State University - Leadership Academy Certificate

**e-FOLIO** See print, interactive, identity and broadcast samples [here](#).