

ED GIDDENS

SR. GRAPHIC DESIGNER / DIGITAL DESIGNER / ART DIRECTOR

CONTACT

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ABOUT

Traditional and Web-Savvy Creative Director/Art Director, Conceptual and Strategic Thinker, Mentor and sometimes even a Copywriter.

From banks to baby food, hot dogs to hardwoods, I've helped some of the world's best (and least) known organizations build their brands and their bottom lines through effective, award-winning, marketing communications. And lived to tell about it.

EDUCATION

School of Visual Arts, New York, NY
University of Oklahoma, Norman, OK

SKILLS

UX/UI

Mac OS (preferred) or PC

Adobe Creative Suite – InDesign, Photoshop, Illustrator, Acrobat Pro, XD
Premiere Pro Muse and After Effects.

Web Related – HTML5 and CSS

CMS – Wordpress, Joomla, Magento

Microsoft – Word, Powerpoint and Excel

Marketing Automation Software –
Marketo, Campaign Monitor, MailChimp
and Constant Contact

AWARDS

New York Art Directors Annual,
John Caples Award, Telly Awards
National, Regional and Local Addys,
Print's Regional Design Annual, Pro Award,
Mobius International Awards Judge

FUN FACT

Recorded a radio spot for Oscar Mayer
Weiners with Blues legend Buddy Guy, singing
"I wish I were an Oscar Mayer Weiner ..."

WORK EXPERIENCE

The Last Ten Years Of My Career

FREELANCE

Sr. Graphic Designer / Digital Designer, 2019 to Present • Dallas/Ft. Worth, TX

MAY GROUP – *An Innovator in the Illuminated signs, POP and POS industry*

Creative Lead, 2018 – 2019 • Ft. Worth, TX

Concept, design and writing for POP/POS. Introduced clients to new technologies – Augmented Reality and RFID content. Re-branded company's website and e-commerce site – tasks included competitive research, stakeholder interviews, UX/UI, wire framing, prototyping, and interface design. I also simultaneously assisted the marketing department creating email blasts, web banners and traditional print marketing pieces. Managed Campaign Monitor, and CMS for Magento, Joomla.

YELLOWFOLDER – *A SAAS Based Company for K-12 schools*

Sr. Digital Designer – UX/UI, 2016 – 2018 • Dallas, TX

Responsible for all day to day phases of creative development – infographics, social media, landing pages, email blasts and digital ads. Re-branded website, tasks included: concepts, branding, visual design, content development, wireframing, prototyping, user experience, partnering with IT, mobile developers, and accessibility experts. Worked closely with product owners, user researchers and developers. Managed Wordpress CMS, Marketo and Campaign Monitor.

TRIAD – *A B2B Agency*

Creative Director – Digital (UX & UI) & Traditional Media, 2011 – 2016 • Dallas, TX

Responsible for overall creative output – digital and traditional. On the digital side I created multiple websites. Tasks included: UX/UI, prototypes, user flows, wireframes, design specs, assets (*photography, illustration, video, and motion graphics*), use cases and scenarios for customer-facing digital experiences. Mentored to the staff of younger creatives.

PILOT LIGHT – *A Creative Driven Agency*

Creative Director/Partner, 2007 – 2011 • Dallas, TX

Directed the creative output. Developed the digital side of the agency, which created multiple client websites – tasks included UX/UI, user research, information architecture, wireframes, design mock-ups, usability testing and first-class navigation.

WORK EXPERIENCE

The Early Years Of My Career

CIRCLE R GROUP

An Agency Created For RadioShack

Creative Director, Dallas, TX

BERRY-BROWN

A Consumer Package Goods agency

Associate Creative Director, Dallas, TX

DDB WORLDWIDE

Three Letters That Sparked A Creative Revolution

Sr. Art Director, Dallas, TX

J. WALTER THOMPSON WORLDWIDE

The World's Best-Known Marketing Communications Brand

Art Director, Chicago, IL

KAPRIELIAN O'LEARY

A Creative Boutique Agency

Art Director, New York, NY

SAATCHI & SAATCHI GLOBAL

Global Creative Communications Company

Jr. Art Director, New York, NY

CLIENTS / BRANDS I'VE HAD THE OPPORTUNITY TO WORK WITH

7-Eleven
Aidan Gill
Aeropostale
Alcoa Fasteners
Alcoa Oil and Gas
American Red Cross
Ariat Boots
Armstrong Cabinets
Armstrong Floors
AT&T
Boy Scouts of America
Brookstone
Bruce Hardwood Floors
Cayman Islands & Airlines
Cigna Healthcare

Corona
Dallas Cowboys
Dallas Mavericks
Dallas Stars
Dillard's
Direct TV
Dos Equis
Fireball
Gerber Baby Foods
Grey Goose
GTE Business & Consumer
Guinness Beer
Jägermeister
K & B Industries
Kellogg's

KeyBank
Kibbles & Bits
Kraft
LanSource IT
Maggiano's
Maybelline
McDonald's
McDonnell Douglas
Mercy Hospital
Michelob
Moni Smart Security
Natori Lingerie
Nortel
Oscar Mayer
Pizza Hut

Premier Cruise Lines
Quaker Chewy
Quaker Crispy Mini's
RadioShack
Royal Caribbean
Sally Beauty Supply
Sam's Club
Skyy Vodka
SweeTARTS
Tabasco
Under Armour
US Bank
US Navy
Verizon Wireless
Wal-Mart