



Lee Ann Weber | Design **Concepts** Creative Direction

about me

A Creative Director and Designer with extensive creative abilities and a professional attitude. Cool under fire, I have worked on diverse projects and offer a broad range of management and strategic experience, as well as technical skill. An early adopter with a passion for design, music and film, my enthusiasm for creativity extends into the digital realm, where I am currently exploring the cutting edge of social media, web technology, interactive marketing and how they can best be utilized with consumer insights to form a flexible brand package.

specialties

Innovative integration of marketing strategy across media

Development of cohesive branding packages

Management of project and department budgets

Building alignment between creative teams, business units

Creative management, from identity and television to web site and online campaigns

Utilization of social networks and viral strategies to cross pollinate consumer messages

Driving web-site architecture, parameters and functionality

Exhibition Design, Corporate Video and Corporate brand guidelines

Creative process development, effectiveness and efficiencies

accounts

Adobe, AMD, Bank of America, Berkeley Mills, Blue Cross, Chela Financial, Coca-Cola, CF Motorfreight, Delivery Agent, Electronic Arts, Etrade, Grand Marnier, Half.com, Levi Strauss, Leapfrog, Method, MGM Grand, Microsoft, Novell, Pete's Brewing Co., Sony, Ubisoft, Visa USA, Yahoo and others.

employment

Principal WhiteShirt Design | January 2010-Present | Sole proprietor

Presently available for Freelance Design, Creative Direction and Creative Brand Strategy for all media.

Leapfrog Industries | September 2007-January 2010 | Creative Director

Creative Direction and management of a department producing 800 pieces of creative annually.

Reduced the creative process from 23 to 13 weeks.

Developed and championed corporate brand guidelines for packaging and collateral.

Managed the departments \$10M. budget and bringing it in under by 10%.

Streamlined the creative process to include global and retail feedback as well as consumer insight testing.

Ubisoft | March 2004-September 2007 | Creative Director

Successfully launched an average of 30 new games per year, across both the offline and online space.

Responsible for the first truly integrated campaigns for Ubisoft.

Creative brand strategy for key art through TV.

Tied disparate media buys into a cohesive brand statement, typically including key art, packaging, promotions, online advertising and dependent web sites, TV, viral advertising and guerilla tactics.

Murder Inc./OWNP | November 1999-December2002 | Associate Creative Director/Senior Art Director

Integral in building the online arm of OWNP with an account and media partner.

Designed efficient creative process for all Electronic Arts online advertising.

Won a One Show pencil for "The Sims" interactive campaign and web site.

Successfully launched Half.com brand, for acquirement by EBAY



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Young & Rubicam | August 1998-November 1999 | Senior Designer / Interactive Design Director

Successfully refreshed the MGM Grand's brand identity and collateral.

Translation to the web of Art Direction and Design for clients such as Adobe, Chevron and Clorox.

Management and creative direction for web team, built to accomplish all Y&R SF Interactive.

Highway One Communications | March 1994-August 1998 | Designer / Senior Designer / Art Director

Launched Surge Soft drink Lifestyle Brand for Coca Cola.

Wide variety of marketing and advertising projects, for AAA clients such as Visa and Levi Strauss.

POS materials for national and regional promotions, direct mail, sales materials and brochures.

Executed premier offline/online integrated campaigns with both web and print tie-ins.

experience right out of school

Ernst and Young | October 1993- March 1994 | Designer

Business presentations, collateral and events.

Graphisoft | March 1992-September 1993 | Jr. Designer

Business collateral, environmental graphics, assorted tech support, software sales assistant.

The Understanding Business | October 1990-March 1992 | Girl Friday, Jr. Designer

Worked on the first all digital US Atlas, Pacific Bell Phone books, Taubman Mall brochures, the first

TED conferences, and of course.....went to FEDEX everyday.

awards

The ONE Show, Addy's, The San Francisco Show, Flash Forward, Pioneer Awards, John Caples International Awards for consumer direct mail, Addy's, MI6 awards, Telly's.

associations

AIGA, Art Directors Club, Women 2.0, Women in Gaming

education

Art Directors Invitational Master Class-Adobe Systems

University of Oregon, 1985-1989 B.A. Visual Communications / 5 year study in Architecture.

University of California, Berkeley 1983-1985 Environmental Design.

execution

Adobe Creative Suite. Advanced experience in identity, packaging, print, online, and TV execution.

Understanding of Flash, HTML, CSS, Expression Engine, and new media tools.

Knowledge of Facebook, twitter and social network utilization.

references and portfolio available upon request