



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, plus technical skills. I'm an early adopter with a passion for design, music and film. My enthusiasm for creativity extends into the digital realm, where you'll find me exploring the bleeding 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 website and online campaigns.

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

Driving web-site architecture, parameters and functionality.

Exhibition design and corporate video.

Corporate brand guidelines.

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 1000 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

Responsible for the first truly integrated campaigns for Ubisoft which included creative brand strategy for tying together disparate media buys into a cohesive brand statement. This typically would include everything from key art, packaging, promotions, online advertising and dependent websites, TV and viral advertising and guerilla ideas. Successfully launching over games per year, across both the offline and online space.

Principal Whiteshirt Design | December 2002-March 2004 | Senior Art Director, Creative Director

Freelance Concepts, Design and Art direction for Advertising, Interactive and Marketing agencies; and small business clients of whiteShirt design.

Murder Inc./OWNP | November 1999-December 2002 | Associate Creative Director/Senior Art Director

Built creative teams and was the creative director for online advertising and site design.

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

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

Art Direction and design on a wide variety of collateral and advertising projects including identity, branding and marketing projects and translation to the web. Management and creative direction for web team built to accomplish all Y&R SF Interactive advertising and integrated campaigns.



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

Worked on a wide variety of marketing and advertising projects, for AAA clients. POS materials for national and regional promotions, direct mail, sales materials and brochures, proposals, logos, print and some of the first 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.

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.

awards

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

education

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.

references and portfolio available upon request