

# Doug Rooney

## Digital Art Director / Creative Director

P/ 267-226-5669 | [doug@graphiccontent.biz](mailto:doug@graphiccontent.biz) | Portfolio: [www.graphiccontent.biz](http://www.graphiccontent.biz)  
140 Marple Road, Haverford, PA 19041

### PROFESSIONAL SUMMARY:

24 Years of Experience as Art Director / Creative Director

- I am an old-school, Advertising Creative at heart.
- Extensive web design and development experience — WordPress, HTML, CSS, Photoshop, Illustrator, InDesign, Quark, After Effects, Premier, Dreamweaver, Captivate 9, Audition and prototyping software: Balsamiq, inVision and Proto.io.
- Comprehensive background includes high-level design strategy and execution, from concept to final production in all media.
- Strong Senior Designer background—I can act as an art director and a coach to production artists and designers. I Collaborate well with all stakeholders.
- Enthusiastic self-starter and creative problem solver who adapts to changes and learns new methods and technologies quickly.

### INDUSTRY CATEGORIES:

- Business Performance Consulting and Coaching.
- Medical Industry, Packaging. FDA compliance. Shipping, carton regulations.
- Food and Beverage, Packaging. FDA compliance. Shipping, carton regulations.
- Durable Goods Manufacturing.
- Boutique hotels. Hospitality.

### SKILLS:

Specialties: Graphic Design, Advertising, Packaging, multimedia, eLearning, Print Collateral, Branding, Animation, Web Design, SEO, Inbound and Outbound Marketing, Email Blasts, Corporate Presentation Design, Video production and Editing, Digital Product Prototyping.

Tools: Adobe Creative Suite (Audition, Captivate 9, Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, After Effects, Premier, Compressor, Bridge), Quicktime, MSWord, PowerPoint, QuarkExpress, Balsamiq, inVision and Proto.io

Code: Fluent in CSS, HTML and Hype. Knowledge of PHP, Javascript and Bootstrap.

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### PROFESSIONAL EXPERIENCE:

#### MGA2, Warminster, PA Digital Art Director

March 2016 – Present

- Wire frames development. UX UI development, front end web design
- Multimedia, eLearning Development. Video production and editing.

#### Knucklehead Productions, Conshohocken, PA Art Director

May 2015 – March 2016

- Responsible for the concept and design of print and interactive projects.

Knucklehead also does Video Production for broadcast and web distribution. it is fun to get out of the office and go back to my film making roots.

#### GraphicContent.biz, Haverford, PA Art Director

September 2000 – 2015

- Responsible for the concept and design of Print and Web projects that support customer initiatives. This encompasses all forms of digital communications: Design of logos, print collateral, print advertising, Web design, Micro Sites, SEO, Inbound and outbound marketing, email blasts and video production. I am also very accomplished at Art Directing production teams: other designers, photographers and illustrators.

### CLIENTS:

FirsTrust Bank, Chase Bank, BearingPoint (KPMG), AARP, Richardson Consulting, Performance Development Group, Templeton Foundation, Agency M, LA Weight Loss, Ortlieb's Brewery, AND1, AND1 Mix Tape Tour, Eastern State Penitentiary, Terror Behind the Walls.

#### Lynell Wilcha Design, Philadelphia, PA Art Director

1992 – 2000

- A large part of our business was sub-contracting to major Ad Agencies: Star Group, Earl Palmer Brown.
- I was responsible for concept development and creating communication strategies. Worked directly with project managers to meet tight deadlines.

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- I designed and supervised the production of advertisements, brochures, logos, direct mail, and promotional pieces.
- I trained, supervised and provide art direction to junior designers.
- I created bids, managed projects, vendors, and acted as client liaison.

### CLIENTS:

Comcast, Star Group, Earl Palmer Brown, People's Light & Theater Co, Arden Theater, The Academy of Natural Sciences, Star Dental, Dental-eze, and many more.

### Cinnabar Entertainment & Special Effects, Los Angeles, CA Scenic Artist

1985 – 1992

- Scenic Artist and I created special, mechanical effects with the SFX team.
- I did video production and marketing for the company.

### CLIENTS:

Disney, Disney Theme Parks, Universal Studios, Paramount, Warner Brothers, Grey Advertising, McCann Erickson, Linda Berman, Tony Scott Associates, Brian DePalma, Yum! Brands, McDonalds and many more.

## EDUCATION:

### Temple University, Bachelor of Arts: School of Communications and Theatre: RTF (1981-1984)

I was a film student. At the time Temple's centered on documentary production. I partnered with a graduate student and together we made a dramatic short that won an award on German Public TV. That award paid for my senior year's tuition.

## AWARDS:

2003 Gold: Philadelphia Art Director's Club: Beerheads.com Calendar  
1999 Gold: National Association of Presenting Theatres: SPA 2000 Season Poster  
1998 Gold: Philadelphia Art Director's Club: People's Light & Theater Direct Mail  
1997 Gold: Philadelphia Art Director's Club: Circa Small Space Print Campaign  
1996 Gold: Philadelphia Art Director's Club: Circa Small Space Print Campaign  
1995 Merit: Philadelphia Art Director's Club: Aquatic & Fitness Center Logo