

DREW BUCHTER

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SUMMARY

Senior creative professional with 17 years of increasing responsibilities in online brand development, multi-faceted marketing campaigns, dynamic media applications, user experience architecture and motion-media productions. Experience with Fortune 500 clients across multiple industries. Proven creative talent with a deep and diverse skill set; strategic thinker with strong client relation skills and leadership abilities.

SPECIALTIES

User Experience | Brand development | Integrated marketing campaigns | Website design and development | Online News Media | Social media products | Mobile application development | Creative and Development Team Management | Video production | 3-D Modeling & Animation

PROFESSIONAL EXPERIENCE

Sr. User Experience Engineer

Firethorn/Qualcomm
2009-Present

Firethorn develops applications and solutions for mobile technology.

Responsibilities

- Lead User Experience design for Mobile Banking app and website
- Lead User Experience for SWAGG, the gift, rewards and loyalty card iPhone, Android and mobile website app
- Manage external agencies for creative and user experience architecture
- Develop and administer user-testing
- Provide leadership to User Experience team

Creative Director

Yahoo! NetRoadshow
2009

NetRoadshow is a Yahoo! subsidy which provides unique, industry-leading digital tools for the financial sector. This position was a project-based contract assignment.

Responsibilities

- Creative Direction for branding, application interface, mobile app, web-portal and marketing material
- User Experience Design and Information Architecture for application strategy and development
- Product management and creative direction for external creative and development resources, local and global

Design Manager

COXnet · COX Enterprises, Atlanta, GA
2005 - 2008

COXnet is a division of COX Enterprises which designs, develops and maintains 39 of COX news-media websites.

Responsibilities

- Manage a team of graphic designers and flash developers.
- Define and lead creative direction for all COX news-media markets.
- Develop and maintain standards for visual design, logical architecture, brand continuity and market independence across the range of COX news-media websites.
- Create and publish best-practices for enterprise creative and development solutions.
- Received awards for the re-brand and site design for 17 of COXnet's newspaper websites.
- Developed custom social media sites for each market

Creative Director

Freelance, Atlanta, GA
2001 – 2005

Sole practitioner for contract creative direction and graphic design. Applied broad skill base to a variety of project types including online brand development and multi-pronged marketing campaigns.

Responsibilities

- Creative concept, design, management and execution of visual content, architecture and programming.
- Designed creative strategies to overhaul and enhance client's communications programs, and executed award-winning online and offline marketing programs
- Helped clients establish corporate brand strategies to strengthen corporate visibility through traditional and digital media outlets.
- Assembled creative and development teams to provide end-to-end solutions client.

Clients included Delta Airlines, AT&T, Empire Mortgage, Whirlpool and General Electric

Senior Art Director

Answerthink, Atlanta, GA
1999 – 2001

Answerthink's Interactive Marketing Division offers clients particular expertise in traditional as well as online marketing and branding services.

Responsibilities

- Provided clients with effective, award-winning creative solutions for online marketing and branding initiatives for online and mobile applications.
- Directed and mentored creative and production team members on projects.
- Developed and refined the creative department's workflow process and methodology.
- Managed resources and maintained creative team budget.

Clients included IBM, UPS, Sony, BellSouth, Yahoo!, Fannie Mae Foundation and Napa Auto Parts.

Art Director

Freelance, Atlanta, GA
1997 – 1999

Sole practitioner for contract art direction and graphic design for corporate communications and marketing projects, including websites, product launches, sales initiatives, and marketing collateral.

Responsibilities

- Applied broad skill base and creative talent to provide end-to-end services including design, authoring, architecture, and marketing for clients.
- Employed wide range of advanced multimedia tools including Macromedia Flash, Director and Adobe After-Effects to produce compelling, dynamic visuals.
- Developed multi-faceted marketing initiatives to reach the broadest targeted audience for the client's campaigns.
- Managed and allocated external resources.

Clients included IBM, Philips, Coca-Cola, Eli Lilly & Company, Jack Morton Worldwide and Ketchum Communications.

Senior Multimedia Designer

CNN Interactive, Atlanta, GA
1995 – 1997

Responsibilities

- Lead design for the initial launch of the CNN.com website as well as its special feature sites and category spin-offs, including AllPolitics, CNN Broadband, CNN Custom News, and CNN Reservation Desk, as well as consumer CD-ROMs.
- Full responsibility for all creative elements including theme, overall design concept, interface and graphical content.
- Created and edited broadcast spots for the CNN Interactive Television division.
- Awarded New Media Invision "Best Overall Design" for "Faces of Conflict" CD-ROM.
- Helped create the process and workflow for the Special Projects division of CNN Interactive. This group created CD-ROMs, CNN micro sites and special feature sites for CNN.com.

RELEVANT SKILLS

Adobe Dreamweaver, Adobe After-Effects, Adobe Flash, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Avid Media Composer/Symphony, Daz Carrara Pro, CSS, HTML, Logic Pro Audio, Media 100, Newtek Lightwave 3D, Quark Xpress, MS Visio, OmniGraffle Pro

EDUCATION

The Atlanta College of Art

Atlanta, GA

Graphic Design/Computer Graphics