

KENT WARD

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SUMMARY

Creative Director with over 20 years experience in print and digital design, including 12 years of retail e-commerce experience in the fashion industry. A proven leader of digital creatives, UX/UI designers, and copywriters. Recognized as a strategic-thinker with a thorough understanding of digital retail, capable of conceiving and executing highly-effective marketing campaigns and engaging user experiences.

WORK EXPERIENCE

EXPRESS / COLUMBUS, OH / DIGITAL CREATIVE DIRECTOR / 07.2016 - PRESENT

- Responsible for the digital projection of the Express brand including website, mobile app, email, digital advertising, and social channels
- Management and development a team of 8+ creatives
- Participates in strategic planning of seasonal campaigns
- Developed processes to drive efficient use of AEM and Adobe Campaign platforms and delivery of rich content libraries aimed at supporting dynamic user experiences based on product affinity and purchasing behaviors on the website and through the email channel

JUSTICE / COLUMBUS, OH / DIGITAL CREATIVE DIRECTOR / 07.2014 - 07.2016

- Responsible for the overall creative direction and brand execution for all Tween Brands in the digital space including websites, digital marketing & advertising, mobile and social media
- Managed and developed a team of up to 8 visual designers, UX/UI designers, and copywriters
- Primarily focused on elevating the brand in the digital space, maintaining a consistent user experience between all channels, and establishing an emotional connection with the customer through compelling storytelling and user engagement

COLDWATER CREEK / SANDPOINT, ID / DIGITAL DESIGN DIRECTOR / 11.2011 - 07.2014

- Managed and developed a team of 6 digital designers (on-staff and freelance)
- Partnered with the print and in-store creative directors to develop strong omni-channel seasonal campaigns complete with studio and on-location photo direction
- Established an overall design vision, philosophy, and work process for the digital design team that aligned with the brand and business strategies
- Coordinated and facilitated communication and collaboration with the various creative and project teams, including marketing, merchandising, studio, social, print, store operations and others

NORDSTROM / SEATTLE, WA / SR. WEB DESIGNER / 08.2005 - 11.2011

- Concepted and designed home and landing pages, interactive features, brand boutiques, shops, e-mails and online advertising assets
- Provided front-end development, animation, and action script support
- Played a lead role on a number of special projects including the BP redesign, Michael Bubl  partnership, Nordstrom lifestyle redesign, Disney partnerships, and online video integration
- Worked with the design team to identify and implement process improvements aimed at increasing team efficiency and effectiveness

SIMS VIBRATION LABORATORY / SHELTON, WA / ART DIRECTOR & PHOTOGRAPHER / 07.2002 - 07.2005

- Responsible for developing and elevating the brand identity and visual language
- Design and photography for website, three annual product catalogs, product packaging, print ads, and trade show booth graphics
- Supported the research and development department with visual design and 3D modeling

CYPHER DESIGNS (FREELANCE) / OLYMPIA, WA / OWNER / 07.2000 - 07.2002

- Freelance graphic, web, and interactive design for multiple clients
- Freelance corrugated and foam packaging design

I.R. SPECIALTY FOAM & PACKAGING / FIFE, WA / DESIGN DEPT. MANAGER / 02.1998 - 07.2000

- Designed custom protective packaging for a wide variety of industries; including medical, dental, aerospace, military, and others
- 2D & 3D drafting and programming of three-axis CNC machine
- Graphic design and photography for marketing materials, fliers, technical documents, and product catalogs
- Design and maintenance of corporate website

PACIFIC WEST COAST DIES / TUMWATER, WA / CORRUGATED DESIGNER / 07.1995 - 02.1998

- Operation of Artios Desinger Workbench for layout and design of corrugated containers
- Checked and tested client designs, and prepared designs for die layout
- Operated Kongsberg Sample Table

EDUCATION

UNIVERSAL TECHNICAL INSTITUTE / PHOENIX, AZ / 07.1994 - 06.1995

Associate of Applied Science:

Computer Aided Drafting & Design with a focus on mechanical drafting and 3D rendering

REFERENCES

SIMONE PACE / AVP MARKETING @ JUSTICE

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