

KENT WARD

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SUMMARY

Creative Director with 18+ years experience in print and web design, and 10+ years 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 producing highly-effective marketing campaigns and engaging end-to-end user experiences.

WORK EXPERIENCE

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

- Responsible for the digital projection of the Express brand including website, app, email, digital advertising, and social channels
- Responsible for managing and developing a team of 9+ creatives
- Accomplishments include developing design processes to deliver rich content libraries aimed at supporting dynamic experiences based on customer 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 executions for all Tween Brands in the digital space including websites, digital marketing & advertising, mobile and social media, as well as the holistic user experience for ShopJustice.com and ShopBrothers.com
- Responsible for managing and developing web designers, UX/UI designers, and copywriters
- Primary focus 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
- Lead innovative and best-in-class creative execution for robust email strategies focused on acquisition, segmentation, product affinity and personalization
- Responsibilities also include collaborating with cross-functional partners to deliver holistic strategies and brand communication

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

- Managed a team of 5-6 web designers (on-staff and freelance)
- Established an overall design vision, philosophy, and work process for the digital design team that aligned with the brand and business strategies
- Provided design leadership and mentoring to the design team as they created concepts, campaigns, marketing solutions for web site, emails, mobile and ipad
- Provided "hands-on" support for concepting and creation of visuals, user interface, customer experience for the editorial and brand presentation of the online channels
- Coordinated and facilitated communication and collaboration with the various creative and project teams, including marketing, merchandising, studio, social, print, store operations and others
- Drove schedules for projects at all phases of development with support from project management

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 that made the design group more efficient and effective

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

- Design and photography for three annual product catalog, product packaging, print ads, and trade show graphics for two 10' X 20' and three 10' X 10' booths
- Design and maintenance of company website using HTML, CSS, Javascript, Flash, and .NET
- During my time at SVL I also worked closely with the Research and Development Department in a support role supplying design ideas, graphic support, and drafting

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

Freelance graphic and web design including; monthly newsletters, newspaper ads and multimedia presentations. 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 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 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. Prepared designs for die layout. Operated Kongsberg Sample Table.

EDUCATION

UNIVERSAL TECHNICAL INSTITUTE / PHOENIX, AZ / ASSOCIATE OF APPLIED SCIENCE / 07.1994 – 06.1995

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

REFERENCES

SIMONE PACE / AVP MARKETING / JUSTICE

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