

Russ Phillips

ART DIRECTION + DESIGN

Contact Info

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References

List available upon request.
For some written references,
connect with me on LinkedIn at
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Skills

Adobe Creative Suite
HTML, CSS, XML
Actionscript
Digital + Film Photography

Recent Clients

United Airlines
Renaissance Hotels
Marriott Hotels
Chase Bank
Central Park Conservancy
Sears
Sharp
Bud Light
Burger King
Verizon

A Quick Bio

As a kid, while figuring out the best way to re-arrange household furniture, adults told me that I marched to the beat of a different drummer. In the years since those redecorating days, I've honed my eye for efficiency and made the transition from working with couches and nightstands to creating digital campaigns and winning business for international companies.

I've got a naturally curious personality and apply what I see and learn into everything I create. At mcgarrybowen, I use a hands-on approach to create comprehensive digital platforms for brands like United Airlines, Marriott and Renaissance Hotels, Sears, Sharp and Central Park Conservancy. In previous positions, I've designed and developed for advertising and media companies such as JWT/RMG Connect, Sirius XM Radio and BBC America.

Experience + Education

SENIOR ART DIRECTOR, DIGITAL

MCGARRYBOWEN, 02/09 – PRESENT, NEW YORK CITY

I'm a **problem solver**, always looking for a way to deliver better strategic and aesthetic work under different constraints

I **work quickly** but always take a step back to assess how the design plays out in the bigger theme of a campaign or brand strategy

I've **grown business in 2011 by over \$10M** by creating high-quality work for successful pitches to United Airlines, Sears, Chase, Bud Light and Burger King

I've **integrated with, and led, new groups** to concept and produce strategic work under strict timelines across mediums

I've **led design on award winning work** for Renaissance Hotels website and Renaissance Navigator program

OWNER + JACK OF ALL TRADES

RUSTYSIGN.COM, 01/05 – PRESENT, NEW YORK CITY + ST. LOUIS

Site design, user experience, and branding work for small businesses nationwide

Worked one-on-one with clients for over seven years

Performed product reorganization for company with over a dozen product lines and hundreds of products

FREELANCE INTERACTIVE ART DIRECTOR

JWT/RMG CONNECT, WINTER 09, NEW YORK CITY

BBC AMERICA, WINTER 06, NEW YORK CITY

Art Direction, Design and Development for HSBC, Marines and BBC America

INTERACTIVE DESIGNER

SIRIUS XM RADIO, 02/07 – 12/08, NEW YORK CITY

Specialized as Flash designer and developer on a small team

Utilized many Sirius XM channel brands to design and develop projects

Excelled at meeting deadlines and coordinating with stakeholders

WASHINGTON UNIVERSITY IN ST. LOUIS, SCHOOL OF ART

BFA, '06 Visual Communications: Advertising Design