

tina poe

Art director, designer and illustrator setting companies apart from their competition with innovative creative solutions and process improvements to drive efficiency and build stronger teams.

- **Strategic and creative** art direction of concepts using communication design for lead generation and advertising campaigns to create trusting B to B and B to C relationships
- **Design and development** using the latest industry software such as Photoshop, Illustrator, Dreamweaver, InDesign, and QuarkXPress, writing XHTML, CSS, XML, and editing JavaScript and PHP
- **Creative custom illustrations** and photo manipulation, that set clients apart from their competition and make a lasting impression

awards

Three time 2007 MarCom Awards winner with Platinum, Gold, and Honorable Mention for exceptionally designed campaigns

2007 MarketingSherpa

Viral Marketing Hall of Fame, designed and created the video interface and marketing material for the viral campaign "Netcosm"

education

Bachelor of Fine Arts, Dean's Honors Graduate in Illustration with a concentration in Communication Design Milwaukee Institute of Art and Design 2006

experience

UX Designer, Global Creative, Dell 03/2009–Present

Back up the Art Director and the Team Lead in Product Launch under Dell's Global Creative team, manage product imagery for the next generation of Dell.com, train new hires, update guidelines and process documentation, create new processes to push efficiency, drive business strategy with innovative design using banners, product details pages, landing pages, and flash galleries.

Art Director, Red Tie Studios™ 06/2005–Present

Co-founder of Red Tie Studios™, providing uniquely illustrated portraits. Manages the identity and branding, designed and developed the website and blog, manages advertising campaigns, and all marketing programs. Creates portraits commissioned by clients.

Art Director, Creative Bees Design Studio 06/2004–Present

Principal art director creating problem solving, visual concepts and ideation for a variety of clients.

- *Phantom Motor Company* 12/2009
Rebranding, logo design, corporate website redesign, website development, and content development.
- *Pluck Corporation* 12/2008 – present
Art Director - Rebranding the company, managing and writing branding guidelines, corporate website design, customer communications, events, and design for all marketing programs.
- *Carol Ann's Home Assisted Living* 01/2009 – 02/2009
Art Director - Created branding guidelines, logo design, corporate website design, website development, and content development.
- *Solarwinds* 12/2008
Art Director - Designed digital and print advertising for an international trade show.
- *Saving Our Planet Engineering Consultants* 09/2008
Art Director - Created and managed company branding, designed and developed corporate website on a content management system.
- *BreakingPoint Systems* 09/2008 – 11/2008
Art Director - Designed corporate collateral, customer newsletters, Twitter background design, and landing page development.

Junior Art Director, Performance Edge Journal 10/2006–08/2008

Brand development, photo selection and editing, created editorial illustrations, designed advertisements and magazine layout, print production for the publication, as well as the design of promotional and marketing material, print vendor management, and quality assurance.

Graphic Designer, NetQoS, Inc. 07/2006–08/2008

Worked as the sole designer under the creative services supervisor for the medium sized international technology company, maintained the corporate brand, wrote guidelines, designed print and online advertisements, design and development of websites, microsites, HTML emails, and landing pages, designed collateral software interfaces, extensive experience designing environmental large format trade show and customer event graphics (national and international), managed the creation of custom illustrations, icons, information diagrams and photo editing. Managed print vendors and freelancers to ensure all projects were completed on time and with exceptionally high quality.

Product Designer at Pilgrim Imports, Inc. 03/2005–09/2005

Designed jewelry, gifts, and greeting cards in pre-production, created detailed plans for materials used and methods assembled for factory use. Designed trade show graphics and direct mail pieces for marketing.