

Thomas Swetman

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SUMMARY OF QUALIFICATIONS

Creative Director with over 15 years of experience in developing 360 degree marketing solutions for big name brands. Described by colleagues as an energetic team player, success can be contributed to a solid design background, a strong grasp on emerging technologies, and the ability to foster the growth of digital departments in UX and Creative.

- Committed collaborator on creative and strategy for delivering key success
- Highly experienced in graphic design, layout, and UX for websites, mobile and tablet
- Versatile skill set includes: design, illustration, project management, and creative presentations
- Advertising/marketing, software, sponsorship integration, and more.

PROFESSIONAL EXPERIENCE

Dec 2016 - Aug 2018

loanDepot / mello - Creative Director

Creating and integrating customer and sales services within the Product Team. Designing and developing mobile and desktop applications. Working closely with both the Product and Dev teams to endure quality products.

Major products include: Digital Mortgage Application, Custom Salesforce integration, mellohome Real Estate Agent App, Joint Venture websites & mortgage application

Oct 2013 - Nov 2016

Perficient XD - Art Director

Working with a team in creating brand and product experiences for websites, mobile and tablet. Worked closely with project managers & account supervisors to deliver accuracy on creative deliverables.

Major clients include: Disney, Honda, Toyota, Symantec, Veritas, PIMCO, Merrill Lynch, Thomson & Reuters and Cedars Sinai.

Aug 2008 - Aug 2013

Moxie Interactive - Art Director

Developed highly engaging websites, in page advertisements, mobile, social experiences, and interactive strategies that aligned with and enhanced clients' marketing efforts.

Major clients include: Verizon Wireless, L'Oreal, Coca-Cola, AutoTrader, and Cartoon Network.

- 2011 Winner of the International rebranding of Moxie's logo and all marketing materials
- 2010 MCR Summer Contest 'Webby Award'
- Break-through site for Verizon FiOS
- Full launch for the BlackBerry Storm for Verizon Wireless

Feb 2006 - Aug 2008

Georgia Power - Design & Developer

Design and development of websites for Georgia Power. A wide variety of sites for administrative, contests, and sponsorships.

- 2007 MS150 Savannah Race
- Redesigned internal site for Administrative Section for over 300 pages.

Jul 2004 - Jan 2006

Think, Inc. - Design & Developer

Design and development of advertising and websites for: Alltel, BellSouth, and Sears. Including micro-sites, rich media, and sponsorships sites.

- 2006 Yahoo! Purple Chair Award - Alltel Blackberry Launch
- 2005 Alltel Home Makeover with Ty Pennington

Feb 2002 - Jul 2004

Fox Sports Network - Broadcast Designer

Designer for Southern Sports Show. Creating spotlights, player profiles, and all broadcast graphics for live show.

Jan 2002 - Jul 2004

Elemental Interactive - Designer

Designing websites, online ads and presentations.

Oct 1995 - Apr 1999

United States Navy - Personnelmen

Administrative personnel working with over 3,000 Enlisted, Officers and Reserves.

COMPUTER SKILLS

Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Adobe Dreamweaver, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Story Boards

LEADERSHIP DEVELOPMENT

- **American Association of Advertising Agencies (4A's)** / (IAAS) Institute of Advanced Advertising Studies (2012)
- **Dale Carnegie** / Leadership Management and Public Speaking (2011)
- **ReCourses** / Managing Creatives and Creativity (2010)
- **American Management Association** / Preparing for Leadership (2009)

EDUCATION

Atlanta College of Art - Bachelor of Digital Arts, (2004)

- 2003 Woodruff Art Award

Douglas Anderson School of the Arts - Fine Arts (1994)