



## Rick Wilkie

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### Art Director and Senior Graphic Designer

Award winning creative manager and designer with an extensive background across multiple brand categories. Experienced in executing design solutions that successfully support the marketing effort. Seeking a full-time staff and/or freelance/contract position. Greatest strengths: Creating attractive and effective marketing solutions for both domestic and international markets, as well as the proven ability to integrate seamlessly with your marketing team.

#### Experience

##### Freelance Art Director and Senior Designer – 2003 to Present

**The Proactiv Company** – Packaging Consultant for the relaunch of the Proactiv Brand after its recent acquisition by Nestlé USA. Responsible for concept executions and multiple component line delivery.

**Bon Solé Pastry Line** – Art Director and Designer. Created packaging line redesign of multiple pastry product lines. Coordinated line made by two different bakers using three different printers in three different states attending press checks and initial press runs. The restage of the line was so successful that it created a twenty-five percent jump in sales. This product has a national presence and Bon Appetit is a competitor to Hostess.

**Sip 'N Hug** – Art Director and Designer. Created toy-like baby bottle lanyard designed to aid mothers in baby feeding. Multiple characters were designed and created. Project participation from inception through trademarking, brand development and sourcing of an overseas manufacturer.

**ProMed Pharmaceutical** – Art Director, Project Manager and Designer. Leading pharmaceutical and nutraceutical provider for Europe and the Middle East, led creative team in web development and packaging development for a major launch in overseas markets. Follow-up expansion and maintenance of the product line as well as ad creation for trade magazine placement.

**Gorilla Life** – Senior Designer. Brand launch in organic beverage market led creative team in identity and logo development, packaging and web development.

**City of Los Angeles** – Web Producer and Senior Designer. Complete redesign of the city's Emergency Management website. Coordinated input, executing direction from senior city officials including the Mayor's office.

**Total Call International** – Art Director and Designer of collateral and packaging for a major product launch of a prepaid cellular phone. Marketed in seven languages, this line included four packages, six brochures, trade show displays and four point of purchase displays. Project included all management of copy writers, translators and Asian typesetters.

**GirIPROPS.com** – Branding and Designer of identity, website, retail shopping bags, collateral, in-store displays, storefront signage, promotional campaigns and automobile signage.

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##### Senior Designer, Freelance – Guthy-Renker Inc., 2002 to 2012

Guthy-Renker is a TV infomercial industry leader, distributing products for foreign and domestic consumption. Many of these products still currently air on domestic and international television.

**Guthy-Renker Brands:** X-Out, Proactiv, Wen by Chaz Dean, Sheer Cover, Meaningful Beauty, Youthful Essence, Clear Zone, Winsor Pilates, Principal Secret, Stars Home Kitchen and Body Victory.

**Tasking:** Designed packaging, upsell products, catalogs, trade show graphics, kiosk signage and point of sale to facilitate infomercial launches. In more than one case, served as principal brand custodian for packaging lines. Some of these lines had over twenty products produced in multiple languages. Markets included the U.S., Europe, Australia, Latin America and Japan. Designed web identity and content for Stars Home Kitchen and Body Victory projects for Leiberman Productions, an acquisition of Guthy-Renker.

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##### Art Director, Network Omni Multilingual Communications: Los Angeles – 1999 to 2001

Hired to oversee all aspects of visual communications, foreign and domestic, for accounts such as Home Depot, Anthony Robbins, Menengitec, Universal Studios, Walt Disney and Guthy-Renker Inc. Developed corporate collateral and website for domestic presence as well as the opening and launch of their branch office in Zürich, Switzerland.

## Freelance Designer – 1996 to 1999

**M&R Design** – Design of catalogs and props for 20th Century Plastics and File-Rite including some cover designs. Design of medical information brochures for St. John’s Medical. Design of infomercial packaging and on-air props and heroes for Quantum Television.

**Peter Green Design** – Design of catalogs for Disney and Fox’s Totally Kids. Design of annual report for Kushner Locke.

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## Skill Sets

- Branding and Product Positioning
  - Product and Service Launches
  - Out-of-the-Box Critical Thinking to creatively achieve business objectives
  - Project Management of resources, people and vendors
  - Art Direction and Graphic Design of Packaging, Front-End Web Design, Brochures, Annual Reports, Books, Magazines and Catalogs
  - Art Direction of Photo Shoots
  - Writing Business Plans and the execution of complicated logistics to achieve the business objective
  - Photo Retouching
  - The management of live musical talent as well as studio situations including writing charts
  - Also possess elite Mechanical Illustration background. Once served as Principal Mechanical Illustrator for Hughes Aircraft Company, Canoga Park, CA.
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## Education

- Attended Art Center College of Design, Art Center at Night
  - Ad Center: Studied Ad Creation with Marty Lipkin - formerly with J. Walter Thompson now with Benham Advertising
  - Apprenticed in design at Harte Yamashita & Forest. Most staff members were graduates and some were teachers at Art Center College of Design
  - In 2007, completed the Levinson Institute’s, “On Leadership”, a five-day training program. On Leadership is a Harvard University based methodology providing tools and education aimed at the identification and achievement of management goals
  - Fully qualified as a Mechanical Illustrator
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## Philanthropic Work

Served as **Executive Producer/Chairman Board of Directors for Feast of Stars**, a nonprofit 501(c)3 group of Hollywood music professionals dedicated to bring awareness to the end of death by starvation. Activities included the recruitment of musical talent and the creation of concert and music events, as well as the utilization of the press. Staged fund-raisers, wrote complex concert proposals and executed complicated logistics associated with staged events. The group worked with J. Michael Dolan, Editor - Music Connection Magazine in the recruitment of musical artists and executive advisors to further the goals of the project. Later, Michael Dolan credited the group with the genesis of the “We Are The World” project.

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## Technical Experience

Adobe CS/CC: Photoshop, Illustrator, InDesign, Premier Pro, Acrobat, Dreamweaver, Keynote, Power Point, iPhoto, iMovie, Microsoft Word. Excel in geometric construction for packaging and seamless integration with engineering.