

Thomas Arthur Schaefer

I am a Creative Director with a proven track record of success in print and digital. Over the last 17 years I have directed and designed the marketing and advertising materials for multiple Fortune 50 companies. My experience has a heavy emphasis on CRM, e-commerce and website development. As a devotee of media and art, I am also an experienced programmer, painter, illustrator, printmaker, photographer, filmmaker and experimental musician. Born on Valentines Day, I took my first breath during the ensuing chaos of The Blizzard of '77 — one of the deadliest storms Buffalo, New York has ever endured.

INFORMATION

PORTFOLIO

thomasarthurschaefer.com/DesignBook.pdf

CONTACT

tom@thomasarthurschaefer.com
404.661.3335

KNOWLEDGE

EXPERTISE

Marketing & Advertising, Site Development, CRM, E-Commerce, Mobile & Application Development, UX, Personalization, Social, Periodicals, Publications

SOFTWARE

(Apple OS) – Photoshop, InDesign, Dreamweaver, Illustrator, Fireworks, Flash, After Effects, Final Cut Pro, Axsure, Acrobat, Keynote, Microsoft Office Suite

SKILLS

HTML 5, XHTML, CSS, JavaScript, PHP, Cocoa, SEO, Analytics, Research, Concepting, Photography, Film, Editing, Sound Design, Illustration, Technical Drawing, Printmaking

HOBBIES

Silkscreening, Painting, Coding, Experimental Music, Eclectic Collections

EDUCATION

The Savannah College of Art & Design — 1999

Illustration - B.A. (Bachelor of Arts)
Photography - Minor

CERTIFICATIONS

CUA - Certified Usability Analyst — 2016
Human Factors International

Online Testing — 2014
Landing Page Optimization — 2014
Value Proposition Development — 2013
MECLABS Institute

EXPERIENCE

Creative Director

State Farm 2015 – Current [CORPORATE]

Creative lead for online digital content pertaining to acquisition, services, billing and payments within the Auto, Home and Banking divisions. Also responsible for multiple Vision efforts within Auto.

Associate Creative Director

Moxie USA 2010 – 2015 [AGENCY]

As the creative mastermind for the three primary Verizon Wireless accounts, I lead teams to:

- Rebuild Verizon CRM account from the ground up to renew confidence with client and created a revitalized communication plan that utilizes A/B user testing and personalization tactics for maximum impact
- Rebrand Verizon MARCOM collateral during a critical transition period and instituted a new standard methodology for build-out and client review
- Reinvent the entire verizonwireless.com desktop and mobile purchase experiences
- Concepted and directed online video spots, successfully partnering with third-party vendors to generate fresh, engaging content measured by higher click-through rates and increased conversion

Additionally, I extended my responsibilities to:

- Collaborate closely with Project Management, Business Analysts, Data & Analytics, UX and Technology teams throughout each phase of projects to completion
- Revise Creative Briefing system; and refine creative execution and delivery processes
- Lead creative teams on 10+ new business pitches
- Maintain direct contact with key Verizon executives and business owners

CLIENTS: Verizon Wireless CRM, Verizon Wireless MARCOM, Verizon Wireless ISO, Food Lion, BB&T

Senior Art Director / Lead Developer

Creative INK 2008 – 2010 [AGENCY]

- Concepted, directed and developed creative for CRM and online campaigns for all IHG properties
- Worked closely with local businesses to develop their online communication presence, planning and print collateral
- Utilized latest online coding trends to develop rich site experiences each with robust CMS and SEO capabilities

CLIENTS: IHG Intercontinental Hotels Group, StudioPlex, Patt Tuff Photography

Principal / Creative Director

TAS Interactive 2006 – 2010 [INDEPENDENT]

As Principle, I generated a fresh client base and lead a team of various freelance creatives to produce an extensive array of print, mobile and online-focused solutions.

- For Georgia Power we developed external and internal facing websites and apps to better inform the GP customer base and employees
- At UPS, we helped design print graphics and stage elements for their annual Founders Day celebrations
- Created the first iPad driven restaurant experience in Atlanta for DO Restaurant
- Took on pro-bono projects with several non-profits, creating much needed market presence where none existed before
- Directed fashion shoots and designed layouts for JEZABEL Magazine
- Helped originate numerous identity packages and online presences for local businesses, professionals and musical groups

CLIENTS: Southern Company, Georgia Power, UPS, Emory Healthcare, Southeastern Sarcoma Foundation, Hodges, Ward & Elliott, Kimberly-Clark, NAACP, Tatum, DO Restaurant, Partners For A Cause, Host SBC, Foonster Technology, Arobase Group, iGambler, Dalton Ballet, Cables & Kits, Kingsized Entertainment, Elmyr Restaurant, JEZABEL Atlanta Magazine, Bradley Memorial Hospital, Jaroslav Kanka Photography, Spin Creative, Kelly Balckmon Photography, D2K, Studio 31, Mehenet, AK Barker

Senior Design Supervisor

UPS 2001 – 2006 [CORPORATE]

- Directed and collaborated with an internal team of designers, copywriters and project managers
- Responsible for conception and development of all internal communication collateral
- Direction, design and production of all Annual Report, Sustainability Report and Community Internship Program publications
- Directed all freelance photographers and illustrators for creative generated for internal use and publication materials
- On press and responsible for decisions regarding print material and quality control

CLIENTS: UPS, UPS Freight

Senior Graphic Designer

Ambrosi Atlanta 1999 – 2001 [AGENCY]

- Designed promotional materials and weekly ad layouts for Home Depot print distributions, in addition to designing in-store signage and product catalogues.
- Worked closely with Creative Director to generate a new brand identity for Villager's Hardware.
- Assisted Associate Creative Director in the planning, building and staging of in-studio interior sets for product display photography used across all print deliverables.

CLIENTS: Home Depot, Villager's Hardware, EXPO Design

Illustrator

TAS Illustration 1999 – 2002 [INDEPENDENT]

Worked directly with various Creative Leads to generate illustrations for book covers and magazine articles.

PUBLICATIONS: HarperTorch, Oxford American, Drink Magazine, Sky Magazine

Inker

Marvel Comics Group / DC Comics / Impact Comics 1993 – 1995 [INDEPENDENT]

While still in high school, I inked several comic book titles released by Marvel and DC. Worked closely with penciler and colourist for each publication.

PUBLICATIONS: Sleepwalker, Black Condor, The Crusaders