

INFORMATION ARCHITECT/INTERFACE DESIGNER : The ability to create information ecosystems. The skill to arrange and translate pieces of data, themes and knowledge into a form that allows for easy access and comprehension. The empathy to provide an aesthetically pleasing presentation of intelligence and meaning.

SENIOR GRAPHIC AND INTERFACE DESIGNER

AICPA : DURHAM, NC : 2011

Playing a major role in business unit web site design. Responsible for defining website functionality, information architecture and user interface look and feel for websites, communities and thin sites. This in-house role allows me to leverage my unique skill set, combining award-winning graphic design expertise with multidisciplinary interaction knowledge—conceptualizing, designing and producing online experiences. My creative process focuses on enhancing user experience and functionality, while helping further user understanding, ultimately delivering a web experience that is user-friendly, branded and relevant. As a core member of the creative services design team, it is also my job to deliver a cohesive design aligned to our business units' branding guidelines, as well as working with content development teams on creative approaches and materials, contributing to the overall needs of multiple, simultaneous projects. This creative services position is in a fast-paced, changing environments, where I am also interacting with executive leaders and business unit managers, offering the expertise and guidance they require, presenting each specific area of the business in the best light.

ACD/CREATIVE MANAGER

OGILVY & MATHER : DURHAM, NC : 2007–2008

Leading and inspiring teams of creative supervisors, art directors and copywriters on multiple brands. Guiding development of big ideas and brand concepts derived from key insights for print, point of sale and interactive campaigns. Driving growth and development in digital disciplines within and across creative, strategy, marketing and delivery functions. Supervising daily workflow and creative team assignments. Establishing creative and studio processes. Evaluating and recruiting candidates for full-time and freelance creative and studio positions. Companies included: IBM, Kodak, Lenovo and British Airways, as well as other regional business.

PORTFOLIO

gregduell.com

DESIGN DIRECTOR

ALL KINDS OF MINDS : CHAPEL HILL, NC : 2005–2006

Brand leadership and creative direction for all print, identity and interactive communications. Interfaced with senior management and program marketing managers and drove the creative thinking within the major program areas. Strengthened the centralized marketing & communications function. Ensured optimum brand equity, marketing effectiveness and information quality. Supervising daily workflow and creative team assignments.

CREATIVE DIRECTOR & DESIGNER

RALEIGH, NC : Since 2002

Creative direction and management of advertising, collateral, web development, email, direct mail, packaging, identity, and exhibit projects for corporations and agencies. Collaborative creative for consumer products, lifestyle, sports, utilities, and leisure. Companies include: Comcast, Progress Energy, CarQuest, GlaxoSmithKline, Highwoods Properties, CIAA, UNC Healthcare, Raleigh Neurology Sleep Medicine, Health Decisions, Liposcience, Biomérieux, Hospice of Wake.

CREATIVE & DESIGN MANAGER

CASELL DESIGN GROUP : DURHAM, NC : 1998–2002

Creative management and lead design responsibilities on award-winning advertising, collateral, web, direct mail, packaging, identity, and exhibit projects. Teamed with writers, photographers and others to create a wide variety of pieces for corporate clients. Strategy, briefs, budgets, schedules and new business proposals. Companies included: John Deere, Nortel Networks, Moses Cone Healthcare System and Duke Fuqua School of Business.

EDUCATION

Graduate assistantship
Communication Design
University at Buffalo
1985 – 1987

BA: Graphic Design
State University of NY
College at Fredonia
1983 – 1985

RECOGNITION

Graphis Branding USA3
ADDY Gold & Silver
AIGA BOOM!
AIGA Info Graphics I & II
Creativity
Print Regional Annual