

SAM HANKS

CREATIVE & ART DIRECTOR

PORTFOLIO

www.samhanksdesign.com

samhanks72@gmail.com
703-627-9883

10140 Spring Lake Terrace
Fairfax, VA 22030

PROFILE

Design that amplifies experience, clearly communicates business value propositions, allows for rapid user understanding, enhances user enjoyment, and creates awesome memories.

My passions are working with brands and cutting-edge technologies to create extraordinary user experiences and interfaces, and assembling/mentoring teams of talented professionals to produce kick-ass results.

SKILLS

Expert in Adobe Creative Cloud: Photoshop & Illustrator

Web, mobile, and experiential UX & UI design

Working knowledge in HTML and CSS

Understanding of 3D, Motion (After Effects), and Gaming Technologies (Unity)

Skilled in Keynote and PowerPoint

EXPERIENCE HIGHLIGHTS

Vice President of Creative

Jul 2017 – Nov 2019, RedPeg – Experiential Marketing Agency

- Successfully helped pitch, win, and develop multiple new client campaigns to include: Amazon, DISH, GEICO, Niantic, LIDL, Southwest Airlines, and more
- Campaigns for GEICO garnered over 256,000 leads and 1.75M fans engaged
- Built and led creative team's development of proposal concepts, existing campaign programs, and internal campaign marketing
- Responsible for sourcing and managing freelance creative team members
- Interfaced with executive team on company operations
- Personally designed presentation and campaign materials for projects

Associate Creative Director, Interactive

Dec 2015 – Jul 2017, Ecendant Interactive – Digital Partner to Wallace & Company, Real Estate Marketing Focused Agency

- Led, in conjunction with President, digital team of designers and developers
- Collaborated with the sister company's Creative Directors to develop and present brand and digital marketing campaigns to potential and existing clients

Projects Included:

- MRP Realty – Award of Merit, Best Website, 2016 Great American Living Awards
- WC Ralston Architects – Best Website, Associate, 2017 Great American Living Awards

Chief Creative Experience Officer, Art Director

Jul 2010 – Dec 2015, Brightline Interactive, LLC – Experiential Interactive Agency

- Directly presented and collaborated with clients
- Built, mentored, and directed art team including 3D, motion, and gaming specialists
- Developed UX/UI for experiential, mobile, and web applications

Projects Included:

- Marvel Avengers S.T.A.T.I.O.N. – Best of Show (Exhibition) Horizon Interactive Awards
- Smithsonian National Air and Space Museum educational mobile app
- Sage Payment Solutions web app UX/UI analysis and redesign

Creative Director

Jul 2008 – Jul 2010, Music Intelligence Solutions, Inc. – Technology Start-up

- Brand, strategy, and collateral for state-of-the-art music analysis technology
- UX/UI for musician and consumer-focused digital services

Co-Founder, Creative Director

Apr 2002 – Jul 2008, 8FOLDMEDIA, LLC – Multi-Media Interactive Agency

- Co-managed clients, company operations & teams of artists and developers
- Clients included AOL, HBO, Gibson Audio, US ARMY, and US National Parks

Creative Director

May 1999 – Jun 2001, CMGI Solutions – Enterprise Software Consulting Start-up

- Designed and directed corporate digital and traditional marketing collateral

Co-Founder, Creative Director

Jul 1996 – May 1999, Nascent Technologies, Inc. – Technology Start-up

- Designed and developed client brands and websites, including the original Napster logo and website
- Sold company in 1999 to CMGI

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EDUCATION

**University of Wisconsin,
Madison, WI**

Bachelor of Science in Art,
with a concentration in
graphic design

Extracurricular: Varsity
Rowing Team

AWARDS

Addy, Silver

Non-Traditional Advertising (Mobile) – Toyota “Make Your Mark”
Events: Art Basel (December 2014) & SXSW (March 2015)

Supporting Toyota’s “Elevate the Moment” campaign for the 2015 Corolla, Brightline created an interactive consumer experience that evolved from a glass auto showcase into a unique piece of contemporary art. By tweeting #MakeYourMark, users activated one of six robotically controlled paintball markers inside the glass showcase (each with different color pellets) to shoot the white canvas behind the car. The markers, equipped with laser sights and a Gimbal pivot system, painted a vibrant backdrop to frame the vehicle, while ensuring the Corolla remained spotless in the process. The result: a unique piece of user-generated modern art.

See more at:

<http://www.samhanksdesign.com/work#/toyota-makeyourmark/>

Horizon Interactive Awards, Best Of Show

Interactive/Kiosk – Marvel Avengers S.T.A.T.I.O.N.
Location: Discovery Times Square, New York (June 2014 – March 2015)

Brightline Interactive partnered with Victory Hill Exhibitions to create the Marvel Avengers S.T.A.T.I.O.N., an interactive 11,700 square foot exhibit space at Discovery Center Times Square to explore the science behind the Avengers and simulate S.H.I.E.L.D. recruitment.

See more at:

<http://www.samhanksdesign.com/work#/marvel-avengers-station/>

Summit Creative, Bronze

Experiential Marketing, Chevy Home Run Derby
Event: MLB World Series, St. Louis, MO (Oct. 2013)

Brightline created the Chevy Home Run Derby to give fans a competitive thrill, instant gratification and bragging rights. Attendees were given attempts to hit a home run against a virtual pitcher by swinging an accelerometer-enabled wooden bat at an oversized screen display. Participants had their photo taken and placed in a digital baseball card, which could be shared on social media.

See more at:

<http://www.samhanksdesign.com/work#/home-run-derby-chevy/>