

Michael Kristof

Art Director

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Award-winning strategic thinker with a passion for leading and inspiring creative teams and developing amazing brand experiences for print, digital, web, and social media.

OVERVIEW

- Develop big, cut through **ideas that get results**
- Demonstrated experience **leading, inspiring, and mentoring creative teams**
- **Strong creative vision** and ability to translate brand objectives into clear and concise creative strategies to peers, senior management, and clients
- Proven ability to **create and direct high-quality campaign creative** for print, digital, TV, out-of-home, and social media
- **Guardian of brand guidelines** including identity, style, tone, etc. and oversee them to completion
- Master at everything **typographical**
- **Adherence to project timelines** and use of diverse options of project management software
- **Exceptional presentation skills** at all levels of internal and client organizations
- **Manage design budget's**, print production schedules, and print specifications
- Expert knowledge **Adobe Creative Suite; Photoshop, Illustrator, and InDesign**

EFFECTIVENESS

- **Effie Award** – Co-managed creative team in developing a bank acquisition/name change campaign for a regional bank resulting in an **increase in deposits** and **virtually no loss of customers**
- Created TV commercial that **increased tourism inquires 17%**
- Created an economic development campaign that netted the state a **23% increase in jobs** created by new businesses and a **15% increase in new business startups**
- Led creative team in designing beverage packaging design that **increased sales 826%**
- Created financial print ad which brought in **\$1.5 million in deposits** and **opened 172 new accounts**

INDUSTRY EXPERIENCE

- Banking/Mortgage, Beverage, Consumer Packaged Goods, Education, Energy, Entertainment, Finance, Government, Healthcare, Higher Education, Manufacturing, Museums, Packaged Goods, Pharmaceuticals, Public Relations, Technology, Telecommunications, Travel & Tourism, and more

CREATIVE AWARDS

- London International Advertising Awards, New York Festivals, Creativity Annual, Communication Arts Design Annual, numerous local and regional ADDY's, Fortune magazine "Best Read Ad".

EXPERIENCE

KRISTOF CREATIVE, NASHVILLE, TN

Freelance Art Director / Designer: Nov. 2001 - PRESENT

- Creative strategy development

- Client and project management
- Manage remote creative teams
- Graphic Design, Branding, Social Media, Video, and Web Development projects. If you can name it, I've probably designed it.

NOSSI COLLEGE OF ART, NASHVILLE, TN

Graphic Design Coordinator, Creative Director, and Instructor: Sep. 2016 - Feb. 2020

- Managed Bachelor degree programs for Graphic Design and Web & Interactive
- Recruited and managed Adjunct instructors
- Taught all levels of advertising, branding, graphic design, typography, social media, and marketing courses
- Directed creative team in creating a advertising campaign for a local educational non-profit that resulted in **\$18,000 in donations, 40% more** programs taught, and reached **95.87% more students**.

ARNOLD WORLDWIDE, MCLEAN, VA

Associate Creative Director: Apr. 2001 - Nov. 2001

- Managed creative team consisting of four Art Directors and one Copywriter
- Accounts; Mobil Oil, Mobile On-the-Run, STIHL, PNC Bank, McDonalds, and Citizens Bank

ADMINE.COM, HERNDON, VA

Associate Creative Director: Apr. 2000 - Dec. 2000

- Managed 10 creative's and daily operation of production department
- Concept, art direction, and copywriting of **52 campaigns in 8 months**

THE RAMEY AGENCY, JACKSON, MS

Art Director > Senior Art Director: Jun. 1995 - Oct. 1998

- Managed creative team consisting of junior designers, art directors, and production artists
- Accounts; American Diabetes Association, Mississippi Department of Economic and Community Development, Mississippi Division of Tourism, PROMUS Hotel Corporation, Southern Audio Systems, St. Dominic-Jackson Memorial Hospital, Taste of the Nation, Union Planters Bank, and USA Pawn.

YOUNG & RUBICAM, NEW YORK, NY

Art Director: Dec. 1992 - Apr. 1994

- Accounts; AT&T, Band-Aid Brand Band-Aids, Chef Boyardee, Colgate, Dr. Pepper, Holiday Inn, Irish Spring, MetLife, New York Telephone, PAM Cooking Spray, U.S. Army, U.S. Mint, and U.S. Postal Service

SOFTWARE

- Adobe Creative Suite; Photoshop, Illustrator, InDesign, Dimension, Audition, XD
- Adobe Premier Pro, Premier Rush, Spark, Clip, Final Cut
- Microsoft Office; Word, PowerPoint, and Excel
- Slack, Skype, Messenger, Google Hangouts, Zoom, Basecamp, Monday
- Facebook, Instagram, LinkedIn, Pinterest, SnapChat, TikTok, and Twitter
- WordPress (frontend dev) Theme design, plugin design, HTML, CSS, PHP, Coda, Transmit

EDUCATION

ART CENTER COLLEGE OF DESIGN, PASADENA, CA — BFA ADVERTISING