

Award Winning Art Director

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Work History ++++++

- 2008 - Present Art Director/Senior Designer - Clean Design Inc.
Raleigh, North Carolina
- + Work conceptually to create solutions for client challenges. Work from a creative brief to explore creative ideas with little or no direction from the client
 - + Develop graphic design, collateral materials, logos and identity systems, packaging, direct mail, point-of-purchase, advertising, event and trade show graphics, environmental and multimedia materials, TV and radio
 - + Work directly with the client when necessary to receive direction and present ideas
 - + Collaborate with other team members to enable free-flowing communication and to ensure projects are delivered on budget and on time
 - + Mentor designers and facilitate their creative growth and development
- 2007 - 2008 Art Director - Strategic Guru Inc.
Cary, North Carolina
- + Conceptualize creative communications from concept to final presentation for various business to business print and interactive campaigns
 - + Act as lead creative in the design of turnkey print and interactive marketing collateral
 - + Oversee multiple, concurrent projects in different stages
 - + Demonstrate ability to learn and use new technology
 - + Manage various projects involving teams of sub-contractors
 - + Maintain production schedules and budgets
- 2001 - 2007 Senior Partner/Art Director - Latenight Creative, LLC
Cary, North Carolina
- + Developed projects from concept to final presentation for a variety of industries
 - + Performed lead role in the design and production of print design, packaging, interactive media and identity materials
 - + Managed press checks, art directed photo shoots, supervised team design efforts for print and web media
 - + Oversaw multiple, concurrent projects in different stages
 - + Demonstrated ability to learn and use new technology while maintaining work flow and schedules
 - + Developed business, managed vendors and served as client liaison
 - + Maintained production schedules and budgets
- 2000 - 2001 Designer - Function Design
Raleigh, North Carolina
- + Developed and executed print projects as well as web-sites from concept to completion
 - + Duties involved studio and on location photography for print and web media, branding and identity development for corporate clients, product displays and packaging
 - + Web projects involved working closely with the client through several phases of production as well as coordinating back end resources as needed

- 1998 - 2000 Designer - Roto-Plate, Inc.
Burlington, North Carolina
 - + Acted as lead designer in the development of corporate rebrand as well as new sales and marketing collateral
 - + Development of original and existing product label designs for flexo-graphic process
- 1997 - 1998 Designer - OT Sports Industries, Inc.
Graham, North Carolina
 - + Assisted in the development of original concepts for national sports apparel manufacturer and mail-order company
 - + Originated team and organization brand designs for the manufacture of minor league hockey game apparel, collegiate basketball and soccer
 - + Duties also included coordinating and producing layouts and product shots for direct mail projects and league guide advertisements
- 1995 - 1999 Freelance Designer - The Work Group
Tampa, Florida/Greensboro, North Carolina
 - + Concept development and illustration, clothing design, and production management for street wear apparel
 - + Layout of advertising, point of purchase collateral and promotional materials
 - + Managed projects for final production and pre-press

Education ++++++

- 2000 - 2001 School of Communication Arts - Raleigh, North Carolina
Certificate in Multimedia and Web Design
 - + Course studies included digital video and synchronized digital audio
 - + Knowledge of multiple computer platforms to create interactive multimedia programs for marketing, entertainment, business and education
 - + Courses utilized a wide variety of software programs that cover the basics of authoring, non-linear video editing, audio editing and web design
- 1993 - 1996 Guilford Technical Community College - Jamestown, North Carolina
Associates Degree in Applied Science for Graphic Design

I have attended numerous specialty workshops and am currently completing courses on-line for web based programming and design.

Acknowledgements ++++++

- 2011 Created and directed the 2009 campaign that earned The Greater Raleigh Chamber of Commerce highest honors in the national chamber of commerce campaign competition.
- 2008 14th Annual Communicator Awards - The Communicator Awards is the leading international awards program honoring creative excellence for Communications Professionals
 - + Received the highest honor, award of excellence for the Pharmanalytical corporate identity
- 2007 Marcom Awards - International Competition for Marketing and Communication Professionals
 - + Received honorable mention for brochure design in the business to business category
- 2007 Crack - World New Graphic Design 2007/2008 - Dalian University of Technology Press
 - + Submitted works that represent the talent and diversity of Latenight Creative, LLC
 - + The volume aims to give the reader a vivid display of the state of graphic design today
 - + Coupled with its lively design, it will appeal to graphic designers, students and anyone with an interest in graphic design
- 2006 Graphic Design USA - American In-store Graphic Design Award
 - + Received an award for in-store and window signage design for GameFrog franchise stores
 - + Entry was published in the February, 2006 edition of Graphic Design USA magazine

- 2006 The Complete Graphic Designer - Ryan Hembree - Rockport Publishing
 - + Submitted three works that were included in a hardback design reference book for design students and educators
 - + Works were listed under logo development, business stationary as well as printing techniques and paper selection categories
- 2002 Artsplosure
 - + Selected in 2001 to create the 2002 Artsplosure campaign
 - + Duties included concept creation and execution of radio, TV, print and environmental graphics for print and broadcast campaign

Interactive Knowledge ++++++

Adobe Dreamweaver	Adobe Flash	Adobe After Effects	Reason 4.0
HTML	CSS		

Design Knowledge ++++++

Adobe Illustrator	Adobe InDesign CS3	Adobe Photoshop	QuarkXpress
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Other Knowledge ++++++

- Experienced corporate brand manager
- Experienced in facilitating the growth of designers
- Experienced in coordinating studio and location photography
- Experienced in pre-press production, color correction with strong background in print, four color offset production and screen printing
- Experienced in the development of graphic interior up fits for retail and trade show environments
- Experienced at generating quotes, managing budgets, scheduling production and coordinating multiple projects involving various vendors and subcontractors

Printed samples and references are available upon request.