

Areas of Expertise

Resolves advertising Big Idea challenges through a seamless fusion of intelligent art and memorable design

UX and systematic design whip with attention to detail and appreciation for the intersection of aesthetic and UX

Shepherds project progression to successful on time, on budget completion

Able to speak for, in lieu of an absence of most any Agency key person

Unites teams to work in unison to a shared destiny

Expresses complex ideas clearly and confidently to diverse talent assets

Master of brand strategic direction by excellent critical thinking skills

Chief puzzle solver that resolves and fulfills once impossible challenges

Thrives under pressure when handed large-scale engagements

A Magic Maker who sees possibilities and turns dreams into reality

Ready to present work to executive level client stakeholders when questions or concerns arise, "Tom's Up."

Businesslike handling of particularly difficult clients

Education

Bachelor of Fine Arts in Communication Graphics –Texas Christian University – Fort Worth, TX

Awards

Addy (10)

Omni (2)

American Corporate Identity (2)

National Merit Media (1)

Texas Graphic Excellence (3)

TGE Best-of-Show (1)

Trailways – Best of Marketing (1)



Thomas Hartwig

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Overview

Among my colleagues, I have become the go-to resource for leadership and creative problem solving. I would love to leverage these skills while serving as your next Creative Professional.

I'm an award-winning agency creative — a passionate leader with a proven track record for translating complex ideas into slick, successful campaigns. I've managed and motivated interdisciplinary teams, both as official in-house go-to guy and A-list agency hotshot. I've built and managed brands from the ground up and worn every hat on the rack.

I pride myself on providing exceptional solutions that delivers measurable impact for clients' profitability and branding success through a seamless fusion of intelligent art, memorable design and inventive website design, print advertisements, business graphics, brochures, original logos, package design, professional photography, and most every communication platform.

Professional Experience

Creative/Art Director

The Hartwig Group LLC – Kansas City, MO

Tom's Elevator Pitch: "With Hartwig you'll get excellent creativity, leadership, business acumen, artistic talent and broad thinking leveraged together to create and commit fully to exceptional brand experiences in most every visual modality throughout project life-cycles and that will bring amazing gross profits to your business."

- Design media-neutral creative assets across channels: retail POS & POP, print, packaging and interactive often exceeds all expectations. Revitalizing client products and services happen through development and launch of effective traditional and guerrilla marketing, smart promotional strategies and unique collateral.
- Overseeing and managing heavyweight projects from proposal and concepts to completion, including budgets, teams, time-lines, client relations and vendor negotiations keeps everyone on the same page. Gauging a brands strengths and weaknesses create opportunities for marketing campaigns to support that mission and their goals – the new opportunity is fully exploited for the mutual common good.
- Created, designed, programmed and manages over 20 original websites both mobile and desktop versions with blogs built from the ground up to the latest SEO standards. Utilizing Google's "Rich Snippets" (detailed information intended to help visitors with specific queries) in the website code for content such as businesses, people, services, videos, etc. brings about a successful UX. The design and development of each website is original and custom, never a templates. All websites are built in a LAMP environment, using Linux, Apache, MySQL, and PHP. Scalable, strict, optimized PHP are used for backend development; modular CSS and semantic HTML are used for frontend development.
- Elevated quality of photos and video content are accomplished by art directing shoots for editorial, e-commerce, and advertising usage. Excellence in post photo and video shoot hands-on digital perfecting makes every project a winner. Works well with top-tier photographers such as Ludwig Fabre saving time and money. *Continued*

Achievements

Reported to The Queen of England's U.S. Venture Capitalist, Kyle Kindersley III, on over 50 projects.

Developed new product channels that resulted in 2M+ in two years in new frozen seafood contracts.

Lead a major overall re-branding, including a new identity system and website, repositioning the national client to capture significant market share and driving more than 30% year-on-year sales increase.

Created the motion graphics pitch that awarded a \$5M + contract from Kroger for a national client.

Produced an animation presentation that won a \$12M contract for a multi-modal perishable freight company.

Produced a business development system for a major client opening new upsell opportunities throughout a new client base of over 2,500 dentists that brings huge net profits every year.

Consulted with new CEO as key player in a total organizational turnaround. Charged with developing new creative philosophy, instilling enthusiasm and upgrading team members where necessary. New accounts include Texas American Bank, Sundance Square, Fidelity Bank, BMW Bavarian Motors, New Orleans Nights, The Fort Worth Zoo, and more.

Software Proficiency

Adobe® Creative Suite:
Adobe® Acrobat
Adobe® Lightroom
Adobe® Bridge
Adobe® Illustrator
Adobe® Photoshop
Adobe® InDesign
Adobe® Character Animator
Adobe® Premiere Pro
Corel® Painter
Corel® Draw
Apple® Keynote
Apple® Pages
Apple® Numbers
Apple® iMovie
Apple® iDVD
Final Cut Pro
EverWeb
QuarkXpress
Microsoft® Word
Microsoft® PowerPoint



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Professional Experience *continued*

- 360 thinking develop a range of creative business solutions that are not obvious or rarely seen by clients but unveiled and applied. Mastering a brands strategic direction and show the way that great graphic design connects the two and excites audiences for assorted clients. A director of form following function – and prove every day that great design is not just about looking cool, pretty, or decorating a cake, but all about a client's tangible results.
- Transforming written requirements and wishes into smart creative, successful design solutions from original logo to full brand campaigns, annual reports, websites, and every marketing tool – these collateral solutions achieve client goals with on-time delivery on the promise to their brand, through a well thought out plan.

Other Agency Work

GOODMAN and ASSOCIATES Fort Worth, TX – Creative/Art Director

DALEY + ASSOCIATES Arlington, TX – Vice President and Creative Director

GOLF GRAPHIC SPECIALTY GROUP, INC. Arlington, TX – Head Art Director

PIERCE DAVIS & ASSOCIATES Arlington, TX – Designer

TARWATER SOUTHWEST, INC. Arlington, TX – Designer

McKONE & COMPANY Dallas, TX – Designer

PAUL LAZZARO & ASSOCIATES Fort Worth, TX – Designer

TEAM & ASSOCIATES, Fort Worth TX – Internship

Instructor

Adjunct Professor

Kansas City Art Institute – Kansas City, MO

Winter and spring workshop Instructor for the school's BFA program in Adobe Photoshop® and Adobe Illustrator®

Adjunct Professor

Northwest Missouri State University – Maryville, MO

Mentor/Instructor for a student + teacher collaboration national project for their Computer Science Masters Program

Professional Organizations

Nikon® Professional Services Team member
American Mensa® member
Graphic Artist Guild member