

TOM DEVINE

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Los Angeles, CA 90064

310-286-1833
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tomdevine.com

SUMMARY OF QUALIFICATIONS

Highly accomplished Communication and Marketing Design professional with proven ability to consistently deliver progressive ideas, intelligent plans, and strategic, objective-based creative solutions across a wide range of assignments. “Middle-brain thinker”—uses both critical and creative thinking to solve complex business needs and challenges. Recognized as supportive and collaborative partner that inspires and motivates individuals, cross-functional teams, and clients to action. Described as dedicated to and passionate about his work.

Design Strategy | Brand Stewardship | Creative Direction | Concept Development | Client and Account Management
Written and Verbal Communications | Project Planning and Management | Leadership, Coaching, and Mentoring

PROFESSIONAL EXPERIENCE

Baker Brand Communications, Santa Monica, CA, **2007–2008** **Design Director** (contract assignment)

Provided creative and management leadership for project teams, developing and directing assignments to meet business and communication objectives and agency quality standards.

- Authored strategic creative briefs (describing situation, audience, objectives, messages, success criteria, et al.), translating, defining, and clearly communicating project purpose to both clients and project teams.
- Directed and designed assignments for Amgen, Arena Pharmaceutical, ARYx Therapeutics, Cougar Biotechnology, WellPoint, and Disney ABC Television Group, generating ideas, proposing new approaches, and introducing best practices.
- Developed, wrote, edited, and presented business proposals, selling agency thinking and services to prospective and existing clients.

Amgen, Thousand Oaks, CA, **2004–2007**

Creative Strategy Manager Art Director/Designer

Shaped and drove strategic creative direction—visual and editorial—for integrated communications across media (print, identity, meetings/events, trade shows/exhibits, and multimedia deliverables), ensuring that creative solutions met business and communication objectives, brand standards, and regulatory requirements.

- Managed and supervised external creative agencies, developing and writing creative briefs, directing and evaluating work, providing and documenting feedback, and presenting and selling solutions to internal cross-functional teams, clients, executive leadership, and legal and regulatory.
- Developed, wrote, and trained department staff (50 people) on new creative brief method, establishing a way to consider, understand, communicate, and facilitate the design process, fostering more effective collaboration between internal project teams and external creative agencies.
- Analyzed, organized, and standardized all company, product, and program digital artwork (80+ identities), creating coherent and complete online identity library allowing companywide access to assets. Developed, wrote, and updated user guidelines, serving as day-to-day contact for both internal and external user queries.

Freelance Design/Art Direction, Los Angeles, CA, **2000–2004**

Aided and supported clients and agencies with graphic design services, producing concepts, designs, and electronic artwork for print, identity, and online deliverables.

Getty Images, Los Angeles, CA, **1998–2000**

Art Director/Editor

Managed and supervised company photographers (30–100 contributors), creating photographic imagery used in traditional and digital media worldwide.

- Originated visual concepts using business and industry knowledge, creative research, customer insights, and cultural observations, filling subject matter gaps and advancing the form and content of the brand.
- Developed and wrote scope of work document (outlined subject matter, production requirements, schedule, budget, et al.), ensuring company-wide understanding and approval of company-financed assignments.
- Found, planned, redesigned, and supervised remodeling of new Los Angeles creative office, successfully accomplishing company relocation plan.

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Baker Brand Communications, Santa Monica, CA, 1995–1998 Senior Designer/Supervisor

Spearheaded development, design, and execution of corporate communication projects, ensuring creative solutions met business and communication objectives.

- Analyzed communication need, defined story, and developed visual expression for annual reports, effectively communicating corporate strategy, brand, and financial position for Fluor Corporation, K2, Regency Health Services, et al.
- Presented and explained creative rationale to director- and C-level clients, clarifying, documenting, and addressing feedback to gain project approvals.
- Identified, interviewed, and hired both fulltime and freelance creative talent, filling immediate and long-term staffing needs.

ADDITIONAL PROFESSIONAL EXPERIENCE

UCLA Extension, Los Angeles, CA

Instructor, “Conceptual Eye”

Proposed class concept to department leadership, developed and wrote syllabus, teaching and grading advanced design elective course in visual thinking and expression.

- From catalog description: “Through a series of lectures and assignments, this course explores how ideas are conceived, researched, and developed into visual communications... Both aspiring and practicing professionals will find this course helpful in making their work more thoughtful, provocative, and satisfying.”

Art Center College of Design, Pasadena, CA

Instructor, Typography

Developed and wrote syllabus, teaching and grading undergraduates in typographic thinking and expression.

Devine Design, Burbank, CA

The Jefferies Association, Los Angeles, CA

Robert Miles Runyan & Associates, Playa del Rey, CA

EDUCATION

- AA, Art, Los Angeles Valley College, Van Nuys, CA
- Undergraduate course work, UCLA, Los Angeles, CA
- Occupational Certificate, Graphic Design, Los Angeles Valley College, Van Nuys, CA

PROFESSIONAL TRAINING AND DEVELOPMENT

- Managing Design for Strategic Advantage, Design Management Institute, Boston, MA
- Creating the Perfect Design Brief, Design Management Institute, Boston, MA
- Cross-Functional Communication, American Management Association, New York, NY
- Situational Leadership, Amgen, Thousand Oaks, CA
- Navigating Conflict, Amgen, Thousand Oaks, CA
- Flash I & II, UCLA Extension, Los Angeles, CA

SELECT AWARDS

- Communication Arts Photography Annual
- Graphis Design Annual
- Mead Annual Report Show
- Print Casebook’s The Best in Annual Reports

AFFILIATIONS

AIGA (American Institute of Graphic Arts)