**DAVO WARD**

931 NW 9th CT (612) 590-7254

Boca Raton FL, 33486 davoward@ymail.com

Professional Experience

**Merit Mile** (Boca Raton, FL.) *01/14 to Current*

**Executive Creative Director**

Responsible for the overall direction, representation, and delivery of Merit Miles's creative product and the management of all creative department functions. *Creative Development and Delivery:* Responsible for the development of compelling, project-winning creative and oversee the delivery of agency creative services to ensure quality and profitability.

*Business Development:*
Participate in new business activities as senior creative and strategic representative. Responsibilities include situation assessment, development of conceptual approaches and recommendations and presentation development and participation. This includes presentations and compelling storytelling rationale for the creative product.

*Creative Staff Management:*
Manage the creative account staff and assist in the recruiting, and development of the creative staff. Able to ID strengths and areas for development in addition to being a mentor to staff. Participate as a member of the agency management team addressing organizational, deployment and development issues.

**Gage Marketing Group** (Minneapolis, MN.) *01/12 to 09/13*

**Group Creative Director**

## Manages agency's creative product from concept to completion and translates marketing objectives into creative strategies. Manages a creative staff in order to translate marketing strategies into appropriate creative recommendations; to develop and refine concepts that support project goals; and to execute or guide execution of the communication pieces with clarity, timeliness, and on budget. Assist in overall development of the creative products and processes.

The Lacek Group (*a division of OgilvyOne)* (Minneapolis, MN.) *03/08 to 12/11*

**Associate Creative Director**

# Maintain the user experience standards and interactive best practices in mobile, social, and rich media for the agency’s clients. Defining functionality, navigation, and interaction models through page level wireframes sitemaps, prototyping, as well as understanding target audience’s needs, tasks, and goals translating them into smart, innovative solutions for the agency’s clients. Lead multiple project teams in all aspects of creative development including planning and estimating highly complex projects. Manage designers, art directors, writers, producers and front-end developers in order to exceed project expectations creating high-value, creative user experiences. Manage staff and coordinate freelance and other consultant needs including recruiting and bench-strength development. Drive digital exploration in the loyalty space. Work directly with the Sr. Digital Creative Strategist to drive agency innovation thru electronic platform channels. Communicate with web producers, information architects, and developers to coordinate Web site strategy, creative execution, UI design, and navigational systems as they pertain to Web functional specifications. Coordinate with account teams to interpret client needs into a coherent and constructive format for the creative development of the project. Process target audience requirements and translate to team actions that enhance development of creative approaches and solutions. Provide ongoing technical creative direction throughout the agency showcasing digital best practices and interactive trends. Possess an advanced knowledge of design software and online web trends, and provide quality assurance of all creative digital deliverables. Collaborate with account teams to create and develop new business opportunities.

PhotoWorks.com (Seattle WA.) *06/05 to 03/08*

**Senior Web Designer**

# Managed and determined the look and feel of the Web site. Led and directed designers, junior designers, and contractors. Created original graphics and icons for use on the site. Implemented the web design parameters, style guides and visual standards. Established and produced graphic material for use in advertising and promotion of online services and products. Demonstrated solid user interface design and graphic design skills, with an understanding of the relationship between content, user interface, and technology. Enhanced understanding of the current e-commerce technologies with interactive design experience and a mastery of the principals of web design, HCI, HTML, and scalable dynamic GUI’s. Increased sales through conversion rate re-work and streamlined e-commerce platform.Additional work history available on request or visit: [davoward.com](http://davoward.com/)

 Education

**Associate of Applied Art, 1996 -** Art Institute of Seattle - Seattle, WA

 **Graduated with Honors**