

Doug Rooney

Art Director / Creative Director

01. Introduction

25 Years of Experience

My professional experience has been pretty diverse. An incredibly fun journey. From making it snow on Hollywood sound stages to 8 color basketball shoe and apparel catalogs. Designing corporate identities to producing multimedia, websites and mobile apps. I have brought my creativity, enthusiasm and expertise to an array of organizations in the financial, pharmaceutical, health care, manufacturing, entertainment and service industries.

Excellence as a Rule

When I think about the companies and brands that I admire, I find that a common attribute is their undying commitment to excellence. This commitment to excellence, the craftsmanship and the customer experience that precipitates from it, provides a foundation that makes businesses flourish. It sets the stage for a positive customer experience. And as we all know, a positive customer experience is contagious. One of my greatest joys is being able to represent my customers with excellent design.

It's Pretty Simple

Perhaps it's the influence of Steve Jobs or an inevitable result of my experience prototyping software, mobile and web applications. But, for me, simplicity has become the goal – 100% of the time. When I'm designing a project, even a printed piece, I know that when it's as simple as it can possibly be, I've done my job well.

Doug is a tech guy with strong design skills and equally strong people skills.

In my experience, that is a really rare and valuable combination. He is a translator, taking my ideas, embellishing them up with a good dose of creativity and converting them to web, print, video, email, PowerPoint, whatever delivery format is best for the project.

- Paula Jayne White

Lyric Performance
Development

⊗ Portfolio: <http://graphiccontent.biz> ✉ doug@graphiccontent.biz

☎ 267-226-5669 📍 140 Marple Road, Haverford, PA 19041

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My Capabilities

Creative

- User Interface Design
- User Experience Design
- Wire framing & Usability
- Photography
- Digital Image Production
- Digital Video Production
- Branding
- Print Design & Production
- Digital Media Strategy
- Creative Concepting

Professional

- Project Management
- Communication
- Coaching
- Business Performance
- Business Presentation
- Vendor Management
- Print Purchasing
- Content Strategy
- Copywriting
- Illustration

Technical

- Web Design & Development
- HTML & CSS
- eLearning Programs
- Proto.io
- Wordpress
- Mobile App Development
- Search Engine Optimization
- Content Management Systems
- Adobe Creative Suite
- Microsoft Office

Companies I've Helped

Healthcare & Financial

- Firsttrust Bank
- Chase Bank
- KPMG
- Bearing Point
- Templeton Foundation
- MedCare LTC
- Dental-eze
- Star Dental

Retail & Professional

- Federal Express
- Comcast
- Bradford-White
- AARP
- Richardson Consulting
- Brooks Consulting
- Ortlieb's Brewery
- AND1

Education & Nonprofit

- Kelly Music for Life
- The Haverford Music Festival
- Eastern State Penitentiary
- Arden Theatre Co
- People's Light & Theatre Co
- The Academy of Natural Sciences
- Society for The Performing Arts
- Applyyourselfphilly.com

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Professional Experience

Digital Art Director / Creative Director

GraphicContent.biz, Haverford, PA

I am responsible for the concept and design of Print and Web projects that support customer initiatives. This encompasses all forms of digital communications: Design of logos, print collateral, print advertising, Web design, Micro Sites, SEO, Inbound and outbound marketing, email blasts and video production. I am also very accomplished at Art Directing production teams: other designers, photographers and illustrators.

Digital Art Director, Front End Developer

MGA2, Warminster, PA

I performed extensive wire frame and prototyping. User experience and User Interface development. Front end web design. I produced and directed Multimedia presentations. I produced eLearning programs. I also performed video production and editing.

Digital Art Director

Knucklehead Productions, Conshohocken, PA

Responsible for the concept and design of print and web projects. Knucklehead also does Video Production for broadcast and web distribution. It is fun to get out of the office and go back to my film making roots.

Advertising Creative, Advertising Art Director

Lynell Wilcha Design, Philadelphia, PA

A large part of our business was sub-contracting to major Ad Agencies: Star Group, Earl Palmer Brown. I was responsible for concept development, communication strategies and design. I Worked directly with project managers to meet tight deadlines.

Sept. 2000 – Present

Highlight: I just designed and produced a packaging concept for a Long Term Care Pharmacy that will blow open the future for them.

March 2016 – Sept 2016

Highlight: Deep immersion into prototyping and eLearning software, concepts and strategies.

May 2015 – March 2016

Highlight: A great experience learning to manage, coach and inspire good work from the junior designers.

Feb. 1992 – Sept. 2000

Highlight: Team work. Working and sharing Ideas with other advertising creatives, especially the large agencies, was always great.

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Professional Experience

Scenic Artist

Cinnabar Entertainment & Special Effects, Los Angeles, CA

I was a Scenic Artist working on major motion pictures, and Television Commercials. I also created special, mechanical effects with the SFX team. But, most importantly, This is where I discovered Desktop Production and I became the marketing department for the company. I saw a need and I filled it.

It's worth mentioning that our clients were the FORTUNE 100: Disney, Disney Theme Parks, Universal Studios, Paramount, Warner Brothers, Grey Advertising, McCann Erickson, Linda Berman, Tony Scott Associates, Brian DePalma, Yum! Brands, McDonalds, Ford Motor Company, GM, BMW, Land Rover and many more.

Education

Bachelor of Arts

*Temple University, School of Communications and Theatre.
Radio, Television and Film Program (RTF)*

I partnered with a graduate student and we made a dramatic short that won an award on German Public TV. They bought the production and that money paid for my senior year's tuition.

Awards

2003, Gold

Beerheads.com Calendar
Philadelphia Art Director's Club

1999, Gold

SPA 2000 Season Poster
*National Association of
Presenting Theaters*

1998, Gold

**People's Light & Theater
Direct Mail**
Philadelphia Art Director's Club

1997, Gold

Circa Small Space Print
Philadelphia Art Director's Club

1985 – 1992

Highlight: This was an amazing education in Customer management, working with power and professional acumen.

1981-1985

Highlight: I sold my senior project and the proceeds paid for my college tuition.

Back in the Day...

Highlight: I did very well in Philadelphia design competitions.

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