

résumé



Richard Kile

CREATIVE SERVICES

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206.715.1952

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www.richardkile.com

EXPERIENCE:

07 - Current: Freelance Creative Director / Art Director, Richard Kile Creative Services

Creative direction, art direction, writing, and design for many clients including: Banner Bank, Microsoft, T-Mobile, Swedish Hospitals, Medio Mobile Ads, UltraCam Aerial Mapping, Shriner's Hospital for Children, John L. Scott, Mud Bay Dog & Cat Stores, Pendleton Mills, etc.

Brand advertising, consumer, retail and b2b: TV, radio, print, outdoor, banner ads, landing pages, web page layouts (not coding), collateral, logos. Creative direction, project oversight, and plenty of hands-on.

Executive Creative Director, Radarworks/Seattle

Creative direction, management, oversee interactive and traditional creative teams, recruit staff and freelance talent, broadcast and photography art direction, help lead new business efforts, hire (and un-hire).

Traditional brand advertising, web, banners, collateral, logos, events, packaging, naming, tactical, brainstorming. Mostly creative direction with some hands-on work for: Microsoft, T-Mobile, The Seattle Foundation, Breast Cancer 3Day, Playboy Channel, and other brands.

Creative Director / Art Director, Richard Kile Creative Services

Creative direction, art direction, writing and design projects. Partial client list includes: Fluke, InfoSpace, Boeing, AAA Washington, Yahoo, Alaska Airlines, WM Sam Funds, Metropolitan Markets, and plenty more.

Executive Creative Director, THINK/Seattle

Creative direction, management, oversee interactive and traditional creative teams, recruit staff and freelance talent, broadcast and photography art direction, help lead new business efforts, hire (and un-hire).

Brand advertising, consumer, retail and b2b: TV, radio, print, outdoor, banner ads, landing pages, web page layouts (not coding), collateral, logos. Creative direction, project oversight, and plenty of hands-on.

Creative Director/Partner, Launch Pad, Inc/Seattle

Creative direction, art direction, and new business efforts for a spunky, small ad agency.

Traditional brand advertising. Agency of record for Precor, Ludlow Bay Realty, and Cost Cutter Grocery Stores. Project work for: Hewlett Packard, Therma-A-Rest, Platypus, Sweetwater, Disneyland, Washington Lottery, Toshiba, plus more swell brands.

Freelance Art Director, Seattle/Los Angeles/West Coast

On-site art direction for the likes of: TBWA Chiat/Day, Team One, Ketchum, FCB, JWT, DDB, McCann, Grey, Bates Worldwide, Y&R, Bozell, Poppe-Tyson, Dailey & Associates, Colby & Partners, and others.

Associate Creative Director, Kresser-Craig/Santa Monica

Art direction, creative direction, mentoring, new business efforts, for: ARCO, am/pm, Clothestime, Daihatsu, Monroe Shocks, Kenwood, Marie Callendar's, Kinko's, K-Swiss, along with other choice accounts.

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EXPERIENCE, CONTINUED:

Senior Art Director, Dailey & Associates/Los Angeles

Art direction, new business, photo/print/TV supervision, on: Honda Motorcycles/ATVs, Carnation, Armor All, Great Western Bank, etc.

Art Director, Rubin Postaer & Associates/Santa Monica (aka RPA)

Art direction, photo, print & TV supervision, new business for: Honda Cars, Kubota Tractors, Sav-On Drug Stores, California Lottery, etc.

OVERVIEW – FREELANCE & CONTRACT AD AGENCY EXPERIENCE: Pubicis, TBWA Chiat/Day, Team One, Ketchum, FCB, JWT, DDB, McCann, Grey, DNA, WongDoody, Copacino, Hydrogen, Bates Worldwide, Y&R, Bozell, Poppe-Tyson, Dailey & Assoc, Colby & Partners, Monigle/Denver, Cole & Weber, Remer Inc, Hodgson/Meyers, Projectline Services, Uppercut Advertising, Worker Bees, and more.

OVERVIEW - ACCOUNTS EXPERIENCE (a partial list):

Vehicle: Honda, Mazda, Daihatsu, Nissan, Acura, Mitsubishi, Kubota Tractor, Monroe Shocks, Honda Motorcycles

Tech: Microsoft, T-Mobile, BlackBerry, Medio Mobile Ads, TeleNav GPS, Nintendo, Fluke, HP, Hyperion, Network Commerce, Agilent Technologies, Toshiba, Tenzing, Western Digital, Kenwood, Tecmo Games, BluePhone, Mobius Institute, UltraCam

Fashion/Active: Pendleton, Sweetwater, Therm-A-Rest, Platypus, Precor, Jansport, Clothestime, K-Swiss, Mervyn's

Travel/Real Estate/Tourism: John L Scott, Alaska Airlines, Ride the Ducks, Heavenly Ski Resort, Best Western, Hilton, Travelodge, Palm Springs La Quinta, Disneyland, Ludlow Bay Realty, Destination Hotels & Resorts

Food: Organic Valley, Metropolitan Market, Ray's Markets, McDonald's, Brown & Cole Stores, Dole, Marie Callendar's, Carnation, am/pm, Mae Phim Thai, Kahlua, Kincaid's Fish & Steakhouse

Finance: Banner Bank, Home Street Bank, WaMu Funds, Great Western Bank, HomeFed, PayPoint, Gevity HR, Unicorn Financial

Medical: Swedish Hospital, Shriners Hospitals for Children, Cholestech, MedicaLogic, KPS Insurance, Premera Blue Cross, Kaiser Permanente

Media: Infospace, Yahoo!, LA Times, KABC Talkradio, CBS, Playboy Channel, HBO, Fox Family Channel, Medio

Non-Profit: The Seattle Foundation, Breast Cancer 3Day, Humane Society, Children Now, Bainbridge Chamber of Commerce

Misc: Botanical Arts (502 MJ), Kinko's, ARCO, California Lottery, Washington Lottery, Mud Bay Dog & Cat Stores

MAC SKILLS: Photoshop, InDesign, Illustrator, Acrobat, Muse. And Dreamweaver, Word, Excel (to a lesser extent)

ATTA' BOYS:

Obies, NY Festivals, Beldings, Kelly Print Finals, AAF Best in the West, Los Angeles Art Directors Club, Creativity Show, Public Service Awards, CA Exhibit, Seattle Show, Clio Merit, etc.

OTHER: Advertising Concepts instructor @ SVC/Seattle, Sub teacher @ Art Center/Pasadena, 2006 Belding Show Judge/Los Angeles

HOBBIES: Classic cars, hiking, miniatures wargaming, computer games