
George Humphreys**Art Director**

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Experience*2006–2019***Associate Creative Director****O'Reilly Media • B2B and B2C Online Learning Company**

Directing an in-house creative group of 12+, I supervised designers, producers, videographers, outside agencies, and vendors in print, web, apps and events. Instrumental in 2 rebrand efforts, and many sub-branding efforts. Also oversaw the creative needs of their global event division, producing over a dozen conferences in 2018. Implemented creative processes that led to efficient teamwork, and stellar creative.

*2003–2006***Creative Director****Groxis • Graphical Search Engine Startup**

Responsible for growing the Grokker brand through strategic messaging, comprehensive brand voice and visual systems, marketing campaigns, and product design. Managed product UI transition from consumer desktop software to an enterprise online search application, with partnerships that included EBSCO Publishing, Sun Microsystems, and Stanford University. The public site became one of the top 4000 most trafficked sites in Q4 2005. Supervised an in-house design team, advertising/PR vendors, and outside creative agencies like Wieden+Kenedy.

*2001–2002***Associate Creative Director****SBi • Full Service Marketing and Advertising Agency**

Managed interactive projects for Visa and Nortel, leading teams of UI and creative designers, writers, and developers. Collaborated with project management, staffing, and engineers, and presented all work to clients. As the creative lead for Mattel's corporate website redesign, I managed photo shoots, 3rd party vendors, and a creative team of 12, from pitch to style guide. Responsibilities also included brand strategy and new business.

*2000–2001***Art Director****US Web/CKS (marchFIRST) • Interactive Advertising Agency**

As the day to day creative lead, I worked in the brand division building online destinations, and producing award-winning work. Clients included Williams-Sonoma, Siemens, Televisa (Mexico), Egg (UK) and others. Projects included e-commerce, B2B, portals, brochure and financial sites. The work routinely included cutting edge technologies that pushed the limits of supported browsers. Strict attention to time lines, budgets, and process were as essential as managing internal and client expectations.

Education

BA Communication Design — California State University, Chico

Interests

Performing music, playing basketball, photography, and working on my 1954 Chevy