

QUENTIN REGOS

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ART DIRECTOR * GRAPHIC DESIGNER | Brand Design * Brand Strategy * New Business Presentations

Energetic & innovative art director/graphic designer with 20+ years experience creating campaigns that transform brand engagement and drive sales revenue. Proven track record translating marketing strategies into appropriate 'on brand' design recommendations. Expert in integrating mobile, display, video, television and print verticals into a cohesive message. In-depth knowledge of digital content package creation and implementation for both start-ups and Fortune 500 companies.

SELECTED HIGHLIGHTS

- Exceptional conceptual and design skills.
 - Targeted brand recommendations based on industry-specific insights, business capability and market opportunities.
 - Persuasive presentation and communication skills.
 - Expertise turning raw pitch materials into sophisticated, refined presentations.
 - Fearless brand steward with ability to respectfully challenge assumptions.
 - Successful manager able to provide team members with effective feedback while fostering growth and development.
 - Agile team-player capable of collaborating remotely and on-site.
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CORE COMPETENCIES

- Art Direction/Creative Direction
 - Brand Development
 - Presentations
 - Design/Visual Storytelling
 - Logos/Typography
 - Color Correction/Retouching
 - Digital, Print, Broadcast,
 - Consumer / Business to Business (B2B)
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EXPERIENCE

Presentation Designer **IOM UN Migration** * Remote * March 2021

- Working with We2 branding studio, designed and implemented training event presentations for Australian and Iraqi government and law enforcement participants.
- Concepted and developed five extensive presentations totaling over 1500 pages in three different languages (English, Kurdish and Arabic) in accordance with IOM's brand guidelines.
- Successfully translated goals of multiple stakeholders under tight timelines into clear and compelling visuals that maintained IOM's directive to promote safe, orderly and dignified migrations.

Senior Art Director/Senior Graphic Designer **Ogilvy | McCann** * New York, NY * 2015 - 2021

- Expanded both agencies' reach through their US and Global client acquisition across multiple industries including beauty, computing products, consumer packaged goods, energy, financial, food and beverage, leisure travel, retail, pharmaceutical and healthcare, media, entertainment, and government.

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- Developed all cross-channel creative for new and existing customer relationship management (CRM), with focus on driving engagement and loyalty, in partnership with Group Creative Director, copywriters and other designers.
- Concepted and designed successful new and organic business pitches across both agencies' disciplines resulting in increased revenue growth for US & Global portfolio.

Senior Art Director/Senior Graphic Designer **Gloria Garrett** * Remote * 2011 - 2014

- Directed creative for independent senior marketing executive's food, science and entertainment industry clients.
- Developed brand positioning and marketing plans.
- Tailored priorities as needed by Gloria - from auditing creative for prospective clients to prepping her for interviews and meetings and working as a one-person creative agency to hand-holding agencies grandfathered in by clients.

Presentation Design Lead **IBM** * New York, NY * 2015 - 2017

- Provided creative direction for teams of designers and writers in production of concise new business pitches, visually compelling and highly complex IT solutions which returned high win rates.
- Created presentations, booklets and leave-behinds to win over new clients in Financial, Telecommunication, Food and Retail, Hospitality, Media Publishing, and Government industries.

Senior Art Director **Veria Living TV** * New York, NY* 2013 - 2015

- Implemented new visual brand identity for Veria Living TV (now Z-Living) encapsulating a single, consistent cross-channel voice across all platforms, including rich media site, ecommerce marketplace, streaming platform, and social media.
- Concepted and executed promotional materials for social media campaigns, landing pages, display ads, newsletters, new streaming platform, trailers, and printed collateral.
- Guided UI/UX for web site and platform service redesign and migration.
- Managed local teams of designers, developers, as well as contractors working remotely and overseas.

EDUCATION

Pratt Institute, New York, NY - BFA, Communication Design, 2008, Dean's Honor List, 2005-2008

SKILLS

Design: Adobe Illustrator, InDesign, Photoshop
Presentations: Powerpoint, Keynote
Prototype: Sketch, Figma, InVision, AdobeXD

Editing: Working Knowledge
of Adobe After Effects & Premiere
Languages: English, Hungarian