

DEREK PAKIS

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OBJECTIVE & SUMMARY

I am a senior art director and communications professional, an expert conceptual thinker, adept at communicating strategic and creative direction in a clear, and concise way. I am a natural leader who works closely with team members to motivate and inspire creative energy.

EXPERIENCE

2015 - Current SENIOR ART DIRECTOR/CREATIVE DIRECTOR

Derek Pakis Design | Springfield, NJ

- Provides creative solutions to clients from concept through execution, including: logo development, branding, graphic design, art direction, websites (UI/UX), e-learning, package design, social media graphics, videos, and print production.
- Communicates to clients how projects evolve, flow and reach completion.
- Discovers new techniques, tools, and current trends that are appropriate to client objectives.

2010 - 2015 SENIOR ART DIRECTOR

Ardent Learning, Inc. | Rockleigh, NJ

- Designed UI/UX and interactive web design solutions for desktop/mobile/tablets platforms. Executions include: mobile apps (IOS, Android), portals, simulations, online experiences, e-learning, and gaming. An advocate for the user experience and their functional and emotional needs.
- Created branding-related solutions for clients across digital and print media. Responsibilities included understanding and following corporate identity and style guidelines.
- Served as creative lead on the Volvo Cars account and had a remote office on-site at the North American headquarters in NJ. Responsibilities included conceptual design, prototypes, mobile apps (IOS, Android), video shoots and production, client presentations, and stand-up pitches to key stakeholders across multiple divisions within Volvo.

2005 - 2010 ART DIRECTOR

Ardent Learning, Inc. | Rochester, NY & Rockleigh, NJ

- Designed interactive web (UI/UX) and print solutions. Modeled a strong work-ethic and hands on approach, which included designing prototypes, wireframes, and site architecture diagrams.
- Participated in all aspects of the project from concept to execution. This included being part of the RFP and proposal stages, estimating and presentations to key decision makers.

AWARDS

- **Brandon Hall**
- **International Society for Performance Improvement (ISPI) Awards of Excellence**

TECHNICAL SKILLS

Experienced **Adobe:** Photoshop, Indesign, Illustrator, After Effects
Microsoft: Powerpoint, Word, Excel

EDUCATION

2000 - 2005 **West Virginia University**
Bachelor Fine Arts (Graphic Design)