



GREG FRICK | ART DIRECTOR

SUMMARY

Starting with my digital design background, my career has been one of continuous improvement, consciously examining and reworking my process. In this work, I have been deeply involved in each step of the creative process, from ideation to delivery. As an Art Director, I helped identify the clients' goals and manage their expectations. I coordinated with vendors and freelancers, to help bring the client's dreams into reality. Within our cross-functional teams, I brought design and direction to the development, branding, and social media collaboration. I look forward to new opportunities to integrate design with automation and data to weave seamless client experiences.

EXPERIENCE

2012 to present

PROJECT MANAGER / DESIGNER / PHOTOGRAPHER *Charlotte, NC*

FRICK FREELANCE

I help small businesses build a strong brand, print and digital presence through design and consulting.

ART DIRECTOR / DESIGNER *Charlotte, NC*

THE BRANDON AGENCY

May, 2016
Dec, 2018

I was an Art Director/Designer for The Brandon Agency (which acquired my former employer Artizen in 2016) specialized in Print Advertising, Photography, Web Design, Packaging and Brand Communications. I managed and coordinated visual design projects from concept through completion. I coordinated jr. designers, photographers, printers, consultants and vendors to meet all project requirements while working closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Our clients varied from local businesses to international corporations.

SENIOR ART DIRECTOR / DESIGNER *Charlotte, NC*

ARTIZEN

July, 2004
May, 2016

Art Director/Designer for The Brandon Agency (which acquired my former employer Artizen in 2016) specializing in Print Advertising, Photography, Web Design, Packaging and Brand Communications. I manage and coordinate visual design projects from concept through completion. I coordinate jr. designers, photographers, printers, consultants and vendors to meet all project requirements while working closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Our clients vary from local businesses to international corporations. In 2016, Artizen was acquired by The Brandon Agency.

SENIOR DESIGNER *Charlotte, NC*

ADMARK GRAPHICS

1998 to 2004

Designed and oversaw the production of large scale media such as billboards, fleet trucks, floor graphics, NASCAR and all marketing materials and sales presentations. I coordinated with the sales department and clients while creating solutions that delivered the most effective marketing message. I also operated a 200 Electrostatic Printer, managing the toners, size, and resolution to be accurate with customer specifications.

GRAPHIC DESIGNER *Mooresville,, NC*

DECORATIVE HOME ACCENTS

1994 to 1998

Designed and produced a variety of projects including catalogs, brochures, logos and all other advertising media for five divisions (including Calvin Klein Home) of an international textile company.

1988 to 1992

EDUCATION

**UNIVERSITY OF NORTH CAROLINA
BCA, CREATIVE ARTS &
GRAPHIC DESIGN**

SKILLS

PHOTOSHOP, LIGHTROOM
ILLUSTRATOR, INDESIGN,
XD, MICROSOFT OFFICE,
WIREFRAMING, WORDPRESS,
USER EXPERIENCE DESIGN,
AGILE METHODOLOGY, SKETCH.
PRODUCT, REAL ESTATE AND
PORTRAIT PHOTOGRAPHY