

Roger Pitcher, Designer/ Art Director

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W: www.rogerpitcher.com/portfolio

Skills

- Graphic Design
- Creative Direction
- Art Direction
- Creative Management

Areas

- Internet
- Print

Software

- Photoshop
- Illustrator
- Dreamweaver
- Fireworks
- Quark Xpress
- Powerpoint
- Pro Tools
- Flash (Animation)

Experience

Pet Project LLC

2001-Present

Member

Projects include:

Design of licensed art products

Pet Project LLC licenses artwork in a variety of categories including Fabric, Plush Toys, Games, Puzzles, Souvenir items, Greeting Cards, Stationery and Table Top. I am chiefly responsible for designing settings for illustrations that are marketed to manufacturers for a variety of consumer goods and managing Licensee Relationships.

Horizon Blue Cross Blue Shield of New Jersey

2008

Freelance Information Designer

Recently completed a large-scale display project, visually detailing the re-design of the Human Resources Retirement Process for a Six Sigma group presentation to senior management.

BurrellesLuce

2007 – Present

Freelance Designer

Projects include:

Working with the BurrellesLuce Marketing group I've designed advertising collateral for client contact mailing inserts; Presentation graphics; Print advertising for trade show program insertions, supervised the creation of an animated holiday "e-greeting card" including writing the script, casting, directing and recording the voice talent, mixing the audio and musical accompaniment and managing 3rd party vendors and creative talent.

AIG

2005-2006

Designer – Contractor

Projects included:

Design of internal marketing rich emails

Designed HTML emails for AIG internal business units.

Ticketmaster

May 2001- March 2003 Design Consultant

Projects included:

Design Direction of sales force marketing materials

Designed and developed an integrated sales presentation support program for the Ticketmaster Media Group, Los Angeles Ca.

- Established guidelines for budgeting creative design with a tiered cost/task ranking.
- Converted client requirements into poster, leave-behind and follow up mailer designs.
- Developed specifications and managed production by 3rd party print vendors.
- Created specific advertising and presentation solutions for individual new business pitches.
- Designed templates for customizable new business presentations.
- Performed website user flow analysis and published findings for existing Ticketmaster client sites.

Design Direction presentations for new business acquisition

- Worked with Ticketmaster management to plan and implement new business sales support materials
- Developed animated presentations from client data
- Designed key charts and graphics for cross project application
- Created customized graphic identity to enhance project specificity

Grey Interactive

1997-2001

Senior Creative Director

Led the design and development of award winning websites, interactive utilities and online advertising projects for Fortune 100 companies.

Accounts and projects have included:

American Home Products/Whitehall Robbins

- Led the design and development of Whitehall Robbins Corporate website and individual brand websites, online advertising and interactive utilities for Advil, Anacin, Ambesol, Caltrate, Centrum, Centrum Performance, Chapstick, Dimetapp, Fibercon, Preparation H, Primatene, Robitussin Brands
- Developed web design strategy and execution
- Developed detailed web flow and user experience documentation
- Developed both high level, comprehensive web architecture and page level user flow
- Directed creation of all web properties and online advertising materials
- Designed key visuals to be implemented by Graphic Designers, Flash programmers and HTML coders
- Managed team consisting of creative staff, producers and technical staff
- Directed recording sessions for interactive utilities.
- Composed original music for web utilities

M&M Mars Seasonal Brands * (NEW PRODUCT LAUNCH)

- Created umbrella brand identity for all Mars brands with seasonal imprint
- Devised a customer relationship management program consisting of a Rich email newsletter and a website archive
- Created online advertising to drive subscription sign-up
- Opt-in program generated 65,000 sign-ups by end of first round (6 week banner flight) with drop out rate of less than 1% - 99% retention

M&M Mars Brands

Led the development of branded websites for Twix, Starburst, 3 Musketeers

- Led a cross agency team to design web creative that integrated with off-line brand strategy
- Led multi-discipline teams in concept development and execution

Procter and Gamble

Jif Peanut Butter website

- Developed web design strategy component of JIF brand re-positioning
- Devised concept of Jif website as a destination for parenting advice to "Choosy Moms"
- Identified credible partners as content providers/partners
- Directed the conception, development and execution of website design and online advertising

Procter & Gamble

Pringles Winner - Clio Award Beyond The Banner

- Led the online advertising and design efforts of the Pringles Brand
- Designed the Clio Award winning interactive music utility - Popblaster
- Directed and co-ordinated the inter-agency development of interactive utilities
- Design promotion micro-sites
- Devised a multi-message testing matrix for Pringles on-line advertising measurement
- Directed creative freelancers to build interactive advertising
- Directed recording sessions, voice talent, musicians

Procter & Gamble * (NEW PRODUCT LAUNCH)

Fit

- Led concept and design development and creation of viral marketing effort
- Created 26 point interactive testing matrix for Procter and Gamble

Procter & Gamble

Pantene

Designed interactive hair styling utility for Broadband application

- Created screen designs and operation flow
- Worked with Pantene's staff stylist to convert product specifics and hair styling tutorials into on-line content
- Directed staff Shockwave developers and HTML coders to create online utility

Procter & Gamble

Cover Girl - Winner @Tech Best of Show

- Designed interactive ad unit/utility to support new product launch
- Developed a 3 layered, progressive interactive ad campaign

- Conceived the utility's plan and functioning
- Provided design lead and supervision of graphic designers

Procter & Gamble

Hugo Boss - Winner Cannes International Advertising Festival - Cyberlion

Created the award winning rich media ad unit for Hugo Boss woman's fragrance

- Designed, edited and coded the on-line commercial

Strategic Interactive Group (Digitas)

Senior Design Director 1996-1997

Led the SIG team in partnership with IBM and L.L.Bean to develop the L.L.Bean e-commerce website.

- Redesigned the graphic look and feel to a contemporary style
- Developed the user experience shopping model
- Created detail user flow analysis documentation
- Led the development of navigation and naming conventions
- Converted and adapted LLB customer service best practices to the online user experience
- Directed the graphic design implementation of the new L.L. Bean website
- Directed the development of on-line catalog navigation
- Directed development of on-line ordering process

Grey Interactive

Web Designer/ Art Director 1993-1996

Founder of Grey Interactive responsible for initially getting Grey on line and establishing GI as an industry leader in the interactive space.

THE INTERNET *(NEW PRODUCT LAUNCH ;)

- Discovered what the internet was and got Grey "on it".
- Designed and developed Grey Advertising's very first interactive new business pitch using computer technology for the presentation.
- Created web and advertising designs, which won and developed GI's initial client list
- Designed the presentation which won GI Lead Agency status with Procter & Gamble.
- Developed Procter & Gamble's first ever interactive project for Cover Girl cosmetics on MSN.
- Invited by Microsoft to their Redmond campus to participate in the development of proprietary authoring tools for use in creating interactive applications for MSN.
- Developed the Procter & Gamble corporate website.
- Designed, developed and programmed FTD's first e-commerce module for the CompuServe service.
- Designed and developed Seagram's first online presence for the brand Captain Morgan's Spiced Rum

Grey Advertising

Production Artist 1989-1993

Led the conversion of Grey Advertising's print production department from traditional paper and paste production to full digital production.

- Created the first digitally created and produced print mechanicals using a desktop computer for Domino's Pizza

- First at Agency to use new digital tools in production - Adobe Illustrator, Quark Xpress, Adobe Photoshop.
- Beta tester on the original pre-release version of Photoshop
- Developed and implemented a training program for Grey Advertising's New York Creative Department to get the entire staff to adopt the new computer based tools.

Fairchild Publishing

Art Director 1986-1988

Art director for the weekly national business journal - Energy User News

- Directed the production of weekly tabloid newspaper
- Created promotional materials for ongoing subscription efforts
- Designed advertising support materials - rate cards, media kits, trade show booth
- Created newspaper and magazine advertising materials for publication ad clients.
- Design 4C specialty publications - digests, almanacs, reprints, magazines, supplements
- Managed production staff in assembly of weekly newspaper

Professional Accomplishments & Education

- @tech Awards Best of Show
Cover Girl "Sea Shells" Broadband Utility
- Clio Award - Internet Rich Media Advertising
Pringle's PopBlaster Music Utility
- Cannes International Advertising Festival - Cannes CyberLion
Hugo Woman Fragrance Interactive Ad
- Otis Art Institute, Los Angeles CA.
- Parsons School of Design New York, NY
- School of Visual Art, New York NY