TonyVoorhees.com

Designer, Developer, Director ♥ San Francisco

Experience

Creative Director { July 2014 - January 2016 }

DraftKings, Inc. | draftkings.com

- As a creative lead, I helped build a team that supports native and web applications as well as various direct response marketing campaigns.
- I assisted in establishing brand guidelines and interactive style guides.
- Additionally, I worked alongside the creative team where I assumed the role of art director creating mobile concepts, designing promotions, and developing responsive landing pages.

Creative Director { September 2013 - July 2014 }

Skyllzone LLC | draftstreet.com

- Art Director, product designer, and tech strategist were a few hats I enjoyed wearing while helping build a lean startup team.
- I initiated new methodologies such as a mobile first approach and restful API services, I lead teams during prototyping new products and maintaining exsiting platforms.
- Assisted in restructuring process after DraftKings acquired DraftStreet.

Designer and Developer { October 2010 - June 2013 }

Foundry 9 | foundry9.com

- As lead Flash developer I managed a team that created products for rich media ad placements, microsites, and online video players.
- I lead client pitches, instituted new protocol for online video deployment, and helped out in daily production.
- Clients: Chase, Lincoln Financial, FNBO, Disney, Sazerac

Designer and Developer { August 2009 - June 2010 }

Night Agency | nightagency.com

- Front end developer and Flash developer were my primary responsibilities while working at this boutique agency.
- I established an in-house staging platform for a more efficient client review and approval process.
- Clients: Hanes, Champion, Keds, Avon

Hello!

I'm a creative problem solver with 15+ years of design experience, working in agencies as well as startups. I've led creative teams, but I'm also hands on with design.

Skills

My prior experience has helped me build an extensive skill set I can utilize when wearing different hats in the workplace.

Essential:

- Analysis
- Collaboration
- Color Theory
- Composition
- Communication
- Decisiveness
- Discipline
- Iteration
- Empathy
- Generalist
- Humility
- Mentorship
- Project Management
- Resourcefulness
- Typography

Technical:

- Adobe Creative Cloud
- Art Direction
- Atom Text Editor
- Bootstrap Framework
- Git Version Control
- Graphic Design
- HTML5 / CSS3
- Illustration
- InVision
- Javascript
- MAMP
- Prototyping
- Sketch App
- UI / UX Design
- User Testing

Education

The Art Institute of Philadelphia

- BS Computer Animation December 2001
- AS Computer Animation March 2000
- Honor student with GPA of 3.6 total