

# Antonio moton II

## Art Director

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### Education

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Columbus College of Art & Design  
Columbus, Ohio

Major: Advertisement & Graphic Design  
BFA: May 2007

### Art Director at Guaranteed Rate

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2013 - PRESENT

Chicago & New York City

- Responsible for creative conceiving, wireframing, visual execution and user interface interactions for multiple product owners that service real estate agents and mortgage consumers.
- Develop and standardize visual language for various sub-brands within the company's structure.
- Direct designs and project manage junior and intermediate creatives.
- Assist with front-end development to insure quality before project launch.

### Designer at Manifest Digital

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2010 - 2008

Chicago

- Designed and implemented corporate sites, social media campaigns, user applications, brand campaigns, and advertising for clients such as Zurich Financial services Group, Avana, Field Museum, 20th Century FOX, Bally total Fitness and American Academy of Pediatrics.
- Assisted in leading client presentations.
- Lead junior designers from initial concept to execution.
- Worked closely with informational architects and technologists to develop elegant user focused websites and applications.

### Art Director at Critical Mass

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2013 - 2010

Chicago

- Lead large website creation, social media campaigns, mobile applications, motions graphic videos and advertising from conception to execution for clients such as Greater Miami Convention & Visitors Bureau, Infiniti, United Airlines, Illinois Lottery, United services Automobile Association (USAA) and Humana.
- Collaborated with and directed designers, copywriters, planners and information architects to create strategic directions based on business requirements.
- Presented creative ideas to executive level clients.
- Estimated project scope for creative deliverables and project deadlines.

### Designer at Ologie

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2008 - 2007

Columbus

- Produced corporate identities, environmental graphics, brochures, mailers, advertisements and interactive concepts for clients such as nationwide, Cleveland Clinic, Belk, Columbus Chambers, Jazz Arts Group, Columbus College of Art & Design and Mastercard.
- Presented and participated in client workshops and conference calls.
- Assured printing quality by reviewing proofs and assisting with press checks.

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#### View Work

[www.amoton2.com](http://www.amoton2.com)

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#### Call Me

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#### Email Me

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