

Al Terwelp

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I am an art director with 23 years of experience and knowledge in advertising agencies, direct mail, a design studio, publishing and corporate in-house. My breath of experience has been in fashion retail, tourism, healthcare, insurance, university education, retirement planning products, government agencies, banking, non-profit, magazine and book publishing. My contributions have also included supervision of creative departments and the direction of all vendors.

I have a strong work ethic and I am motivated by opportunities to contribute and take responsibility. I have the capacity and practice to make an immediate impact as an artist and leader with little or no direction.

Experience: Jones Huyett Partners Advertising - Topeka, Kansas

1/10 to 7/12

Art Director

Key responsibilities - supervise staff, manage department, design, direct, communicate

Leader of creative department; supervised six designers and directed in part the work of three other creative staff. Collaborated with all copywriters, retouch artists, web designers, traffic manager, all account service members. Contributed to the environment of a highly creative, award-winning and productive work place. Responsible for creative product of art department, managed all workflow, deadlines, file archiving procedures and systems. Concepted and designed all forms of printed advertising materials, company self-promotions and directed artists on website/online ad design. Redesigned company website (jhpadv.com) and concepted some ideas for broadcast.

Designed and or directed the design of dozens of award winning works. Contributed to most profitable and largest growth period in company 25 year history. Tripled designer staff. Total creative staff grew from five to eleven. Company billing went up 55%. Contributed to the winning and service of new accounts such as Kansas Travel and Tourism, Washburn University, Security Benefit and many smaller state agencies. July of 2012 the agency was an Ingram's Magazine, Top-100 Fastest Growing Companies (#42).

Main Clients: Blue Cross Blue Shield of Kansas, Security Benefit, Kansas Travel and Tourism, Washburn University, Stormont-Vail Hospital, Newcomers and Penwell-Gabel Funeral Homes, CoreFirst Bank

Payless ShoeSource (Subsidiary of Collective Brands Inc.) - Topeka, Kansas

7/02 to 10/09

Graphic Designer

Key responsibilities - design, direct, communicate

Contributed to overall creative rebranding of Payless starting in 2006. Created look for first in-store poster kits kicking-off the new brand in 5000+ stores. Participated in the creation, look and development of the CBI brand in 2007 and applied it to all marketing materials. Worked with all brand partner companies to apply the "house of brands" strategy to all in-store print. Specialized in designing all Payless promotions and poster kits for athletics, mens work boots, and X-mas holiday for six years. Developed product styling for each brand. Designed free standing inserts, annual reports, real estate brochures, gift cards and misc. projects. Directed lifestyle and product photographers, illustrators, production artists, talent and collaborated with print production.

Credited with an industrial and design patent for a new Payless ShoeSource shoe box for use in over-seas stores.

Brand partnerships: Designed promotional materials for Stanley Boots, Champion, Airwalk, Dunkman, Spalding and many others.

Jones Seel Huyett Advertising - Topeka, Kansas

10/99 to 8/01

Art Director

Key responsibilities - supervise staff, manage department, design, direct, communicate

Leader of creative department; supervised and directed the work of a staff of 6-7 employees. Contributed to the environment of a highly creative, award-winning and productive work place. Responsible for creative product of art department, managed all workflow, deadlines and was quality control. Participated in brainstorming strategies and client presentations and hiring. Also supervised photographers, interns, print buying, traffic, and press checks. Concepted and designed all forms of client printed advertising materials and company self-promotions. Designed company website and concepted ideas for some T.V. and radio broadcast.

2000 IABC Bronze Quill (Kansas) (2) Bronze Quill Awards for Bartlett and West Engineers
2001 Kansas Ad Astra Addies (1) Addy Award for GCSAA, (5) Merits of Excellence Awards for GCSAA, Bartlett and West Engineers, YWCA of Topeka

Main Clients: Blue Cross Blue Shield of Kansas, Advance Insurance, Bartlett and West Engineers, Stormont-Vail Hospital, Golf Course Superintendents of America, Topeka Harley-Davidson, Commerce Bank and Trust, Security National Bank, Menningers, Curtin Companies

Intertec Publishing - Overland Park, Kansas

3/98-10-99

Art Director of Book Division

Key responsibilities - supervise, design, direct, communicate

Supervised small creative department and oversaw the advertising and production of five product lines of books. Produced a yearly catalog and sales/marketing materials. Directed outside photographers and illustrators and coordinated all jobs with sales and marketing.

Products: Intertec Repair Manuals, Clymer Repair Manuals, Abos Blue Book Pricing Guides, Ac-u-kwik Flight Planning Guides, Aircraft Blue Book

Activities: Farm owner, long-time operator of a small arborist business, hunting, raising farm animals

Education: 1989 Bachelors of Arts, Emphasis in visual communications, Illinois State University, art scholarships

Attended International Design Conference 2003, How Design Conference 2004, completed ANA (Association of National Advertisers) Brand Marketing Building & Brand Leveraging courses in 2005