

# Drew Donley

Creative Director, ACD  
Problem Solver

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to review  
portfolio



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My passion is creating inventive solutions that intelligently shape our future.  
I am seeking to build relationships that foster growth of these ideas.

## BUSINESS SKILLS

Distill complex problems into elegant creative solutions, marketing innovations, advertising, core design disciplines, user experience, product prototype and design. Ability to build a team of top creative + technology talent.

## WORK EXPERIENCE

### DONLEY – BRANDING AND DESIGN

Creative Director, Lead Creative

2008 - PRESENT

Available for PT, FT, contract. Offering a variety of creative services for clients including digital media, print, environmental and product design, generating solutions that often shape a strong marketing strategy. In depth experience in mobile, digital, social. Currently developing games and apps for mobile platforms.

Past clients: Microsoft, Publicis, TribalDDB, JWT, Brand Content, Eddie Bauer, Medfinds, Gigapals

### TMP WORLDWIDE – NYC

Senior Art Director/ Interaction Designer

2008 - 2012

Created immersive digital, social and mobile experiences for fortune 500 clients. Consistently generated ground breaking products and creative solutions winning pitches to the top clients. Thought leader and key contributor in TMP Labs.

**P&G** – Responsible for creative development on career site, designing a recruitment strategy crafted to attract millennial candidates. The result increased qualified job applications by 25%. Created the P&G recruitment brand system and guidelines. Work for P&G won the Dansker award, highest award for recruitment industry.

**Deloitte Careers** – Handled all creative development for career site. Incepted the “Social Feeds” widget which propagated to many of the top fortune 500 clients.

**Government** – Selected to team that built Recovery.gov, a \$10 million development initiative. Other projects included Treasury, Homeland Security, CIA.

*Drew is a digital genius. Not only is he a great designer, a visual artist, and an innovator of ideas, he can build immersive experiences that are unique and beautiful. His understanding of user experiences and future forward thinking combines to be quite an arsenal of creative power that created award winning work. The passion he brought to each project was infectious and inspiring.*

**Russell Miyaki** – VP National Interactive Creative Director

Clients include: P&G, Boeing, Disney, Microsoft, Verizon, Deloitte, J&J, Ryder, Cleveland Clinic, U.S. Government.

## SIGNIFICANT ACCOMPLISHMENTS

### Funny Bot App

Created app that aggregates and randomizes funny videos.

### Social Feeds

Invented a tabulated, compact, portable social feeds widget.

### GAM3

A solution that opened a new paradigm for the recruitment industry, leveraging QR code technology.

### Recovery.gov

The web destination for the U.S. stimulus package, personally signed off by V.P. Biden.

### Microsoft.com

Designed home page feature spots for 4th most viewed site in the world. “Best ad ever” as touted by MS community.

### Gigapals.com

In development, a digital edutainment platform for kids ages 3-6. Thousands of registered users in beta.

## **MICROSOFT**

Senior Art Director/ UX Designer

2006 - 2007

Responsible for creation of all Microsoft product advertising and launch campaigns on the Microsoft.com home page, ranked in top 4 most popular web destinations. \$20 billion worth of product advertising, with record setting click throughs.

## **GENERATION**

Creative Director, Partner

2004 - 2005

Started as a partnership of 3, Generation is an advertising and design agency providing services in print and digital media. One of our most notable solutions put Atomic freestyle skis on the map.

Clients: Atomic skis, Cisco, Pi, Chums, MS

## **BOLT CREATIVE**

Creative Director, Partner.

2002 - 2003

Bolt originated as a top award winning creative and development studio, with a suite of online collaboration/ presentation products, akin to Webex. Bolt continues as a top iPhone app developer with their popular mobile game Pocket God.

*Clients: KMD Architects, Ernst and Young, Model Logic, Many One, Logix Software*

## **TECHNICAL SKILLS**

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Hands on skills with CS5 – Flash, Photoshop, Illustrator, InDesign, interaction demos, HTML5 & CSS basics, Github, responsive design, experience with Flexbox, Cordova, Wordpress, Squarespace, Mac & PC platforms.

## **EDUCATION**

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### **PORTFOLIO CENTER**

Graphic Design, Art Direction.

Received several top awards.

### **UNIVERSITY OF FLORIDA**

Bachelor of Design. Major- Interior Design, Minor- Architectural studies

## **PHILANTHROPIC**

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Town of Harpswell Comprehensive Plan Implementation Committee – Idea and execution guy.

National Day of Civic Hacking – Maker

## **Atomic Triplets**

Solution introduced Atomic to American surf & skate culture, put Atomic Free Skiing on the map.

## **Bolt Collaboration Tools**

A brandable online remote controlled presentation product built at Bolt Creative.

## **HONORS**

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## **Macromedia Site of the Day**

KMD Architects  
www.kmd.com  
2002

## **Dansker Award**

Boeing Career Portal  
2012

## **P&G Awards**

Creative Excellence Award  
1st Place 2010  
IAC – Best Employment  
Website 2010

## **Web Awards**

Disney Career Portal 2012

## **Show South**

U.S. Jets logo and brochures