



Taylor Hinton
Art Director

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Art director with a proven record driving business. Passion for creating sharp, professional, and unique designs and messages that immediately attract attention and drive responses.

Skilled in developing high-impact all marketing materials, brand identities. Track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Dedicated to finding the most cost-effective and creative solutions for all challenges. Known for taking a hands-on approach in directing artists, collaborating with clients, and bringing creative concepts to life

Notable Abilities:

- Artistic Leadership
- Marketing & Advertising Conceptualization
- Conceptual Direction
- Digital/Internet Marketing
- Retail and Product Marketing
- Online Interactive Campaigns
- Motiongraphic/Animation Direction
- Photography and Post Editing
- Graphic Design
- Typography
- Layouts & Compositions
- Font & Color Management
- Brand Identity Development
- Logo Design
- User Design Experience
- Corporate Communications
- Team Building
- Digital Client Relationship Management
- Managing Print Collateral
- Digital File Management

Building Effective Teams

Actively seeks out strengths of direct reports in anticipation of future needs or plans; Solicits and offers feedback on how people could work most effectively together; Recognizes conflicting priorities across the organization and initiates joint problem solving to determine the best course of action for the organization; Understands and adapts to the different working styles, personalities, and cultural backgrounds of the people he or she works with; Accurately assesses talent and makes hiring decisions based on a clear picture of what is required for success in the role as well as cultural fit; Helps team members develop the ability to take into account other's' concerns and perspectives.

Milestone

In 2021 the marketing team at Solutionreach went from twenty two team members down to five due to many facets. My team only lost one team member and made up four out of the five remaining team members left in marketing. I and my team played key rolls to rebuild the team and make a come back in 2022. I was honored with an achivers award for my efforts.

Full Time Employment

2012-Current Art Director with Solutionreach.

Solutionreach the leader in patient relationship communication.

Managing all creative and the creative department. Responsible for managing team producing all creative and messaging along all channels of advertising and company communications. Manage all relationships with advertisers, printers and media buys along with project management and creative direction on all creative company wide including product and internal.

Play a key role in all things marketing. Report directly to CMO of marketing. Work with C-level staff. Directly manage team of 4 but the number has been as high as 7 team members and help direct projects involving many groups and personalities.

Past employment

2010-2012 Art Director for HAVVN. HAVVN manufacturers healthcare products. These products are sold using a multiple-level marketing structure. Produced brand and marketing materials for products and managed the company's online and print marketing programs.

2009-2010 Sr. Designer for Gartner Inc.

Gartner a world leader in technology research. A key member of the digital marketing team. Managed the brand for the affiliate program as well as created led gen landing pages and graphical changes to the company website.

2004-2009 Sr. Designer for Burton Group

Burton Group was a mid-sized technology research company that was a direct competitor to Gartner who later bought Burton Group. Army of one at Burton Group creating all marketing, brand, and website(s). Reported to the director of Marcom and responsible for all creative for the company including their websites, sales materials, presentations and much more.

1999-2004 Designer Design Manager for Ikano

Ikano Internet branding company. Worked as a production designer setting up necessary marketing for a turn-key production company offered. Later managed a print team developing CD ROM and interactive multimedia software. Reported creative director.

Education

College:

Utah Career College

Associates Degree in Computer Science/Multimedia