

Derek Vowles

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www.sometimesy.com

Profile

- Creative director and marketer with over 15 years of experience translating complex strategy and technology into concisely written benefits and visual designs that drive consumers' purchasing decisions.
- Skilled project manager and team leader who communicates and coordinates with all stakeholders, departments and vendors to complete projects on time and within, if not below, budget.
- Proficient with all stages of the creative process, from ideation through design and execution, across all media types: print, web, video and sales presentations/seminars.

Experience

Director, Marketing; Productivity and Graphics — 2004-2011

Promoted from Manager, Marketing Communications, 2/08

Smith Micro Software, Inc. in Watsonville, CA

Software developer known for the StuffIt compression software line and over 30 utility and graphic applications, including Poser and Anime Studio, for the Mac, PC, Linux and mobile platforms.

- Launched 100+ products over six years, generating revenues of \$12 million annually. Responsible for the overall branding, packaging, positioning and messaging of Smith Micro's consumer line of desktop and mobile software.
- Established and managed an in-house design team, developing marketing and packaging collateral, including: retail boxes, identity branding, copywriting, web content, documentation, sales and promotional literature, presentations, videos, user interfaces, and online and print advertising.
- Provided team leadership, art direction, and on-the-job training to junior and senior designers, developing career paths and resolving production/personnel conflicts while ensuring a continuous flow high-quality production.
- Took over coordination of corporate appearances at large tradeshows and conferences, establishing cost saving procedures and quality control processes that reduced expenditures by 25% year over year.

Senior Art Director — 2001-2003

McMullen B2B Marketing Communications in Sunnyvale, CA

Business-to-business agency servicing technology companies and industrial manufacturers. Clients included: CHA Industries, Fairchild Semiconductor, Galil Motion Control, Safety Storage Inc., Maxon, OSI Software and SMART.

- Conceptualized advertising and marketing campaigns; developed compelling and highly functional visual designs that increased our clients' profiles in the marketplace and generated new business.
- Drove development strategies for new line of business that were tailored to the clients' needs and budgets.
- Managed off-site freelance designers and coordinated production schedules with vendors.

Senior Web Developer — 1997-2001

Promoted from Senior Artist, Production Artist

Technology Solutions Company in Santa Cruz, CA

IT solutions provider specialized in technology-enabled business solutions for Fortune 1000 companies.

- Designed and produced cutting-edge interactive multimedia for SAP and Baan ERP implementations.
- Created 2D/3D animation, edited training videos and designed front-end user interfaces for websites.
- Consulted with clients, management, and sales force for delivery of specialized multimedia applications.
- Trained staff in new applications and system upgrades.

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Principle/Owner — 1995-Current Sometimes Y Productions in Aptos, CA

A design agency, creating printed and online media for Nuance, Novell, El Camino Hospital, Synergy, Computer Curriculum Corp., Penrose Video, Teacher's Curriculum Institute, Leapfrog Ventures, and Adecco.

- Provides marketing and design services in traditional media and online media, including branding and corporate identity, advertising and direct mail campaigns, packaging, multimedia, websites, eblasts and motion graphics.

Skills

- Excellent written and oral communication skills.
- Proficient in time management, project management, and multi-tasking.
- Extensive knowledge of layout, illustration, typography, mechanical print preparation, and color theory.
- Expert with Apple's Mac OS X, Keynote, and Final Cut Express; Adobe Acrobat, Illustrator, Photoshop, InDesign, Premiere, Flash, Dreamweaver and After Effects; QuarkXPress; Microsoft Project, Excel, PowerPoint and Word; Cinema 4DXL and Cheetah.
- Experienced at coding with HTML, HTML5, CSS, ActionScript and JavaScript.

Education

Bachelor of Arts in Communications from Loyola Marymount University in Los Angeles, CA.

Portfolio

Portfolio available online at: www.sometimesy.com/derek

Awards

Produced and animated award-winning short films for festivals.

Referrals

Available on request.