



Dan Bianchi
1261 E. Arrowhead Ln.
Erda, Utah 84074
801.628.6118
bianchidesign@hotmail.com

With over 30 years of advertising and marketing experience working on both international and national accounts while leading teams on strategy, art direction and implementing concepts. I have over 20 years of interactive and digital experience working on website, emails, micro sites, online banners and interactive demos. I have worked closely with new business teams in winning new accounts and helping with strategies, conceptualizing and presenting creative. Also, I have experience working closely with clients helping with marketing strategies, budgeting, and scheduling.

Specialties: I have extensive knowledge of online and offline media. I'm fluent in using Adobe CS, Sketch, Figma, inVision and Microsoft 365.

EXPERIENCE

Senior Art Director **MRM July 2011 – Present** **Salt Lake City, Utah**

Art directed and worked closely with other team members creating strategies and keeping a consistent brand management for Verizon, Intel, Mastercard and Exxon Mobil. Managed and conceptualized landing pages, social posts, white papers, guidelines, online videos, sales presentations and point of purchase promotions. Have managed our Verizon team in making sure that all creative is within the brand guidelines along with assigning and overseeing projects with the team art directors and designers.

Art Director **Thomas Arts 2009 – 2011** **Farmington, Utah**

Conceptualized, art directed and worked closely with other team members creating and maintaining a consistent brand for Insphere Insurance Solutions, SureBridge Supplemental Insurance and CaptionCall Phone Captioning. This includes traditional print collateral along with websites, emails and online banners.

Associate Creative Director/Senior Art Director **Studeo Interactive Direct 2007 – 2011** **Salt Lake City, Utah**

Conceptualized, art directed and worked closely with other team members creating and maintaining a consistent brand for Kaplan University and Kaplan Higher Education. This includes traditional print collateral along with websites, emails and online banners. Other clients include: Icon, Winder Farms, Infocus, and Identigene. Managed a team of 5 art directors and designers.

Senior Art Director **McCann Erickson Worldwide 2004 – 2007** **Salt Lake City, Utah**

Art directed and worked closely with other team members creating strategies and keeping a consistent brand management throughout the Microsoft Partner Program. Managed and concept landing pages, emails, demos as well as other print collateral. Also helped with concepts for interactive materials for VeriSign which include microsites, banners and demos.

Director of Creative Services **The Summit Group 2002 – 2004** **Salt Lake City, Utah**

Was over all creative including print, digital, video, TV production and social media. Clients include Subway, Savage Services, Spillman Software, Layton Construction and various local clients. Managed a creative team and worked closely with strategy, account services, PR and upper management in solving our client's needs and expanding the agency's goals to grow.

Interactive Senior Art Director **Euro RSCG Worldwide DSW Partners 1997 – 2002** **Salt Lake City, Utah**

Art directed and worked closely with other team members creating interactive strategies and keeping a consistent brand management throughout Intel.com and other Intel band sites. Managed and concept Intel.com home page updates and various sections of Intel.com's websites. Also was responsible for major redesigns for Intel.com. Additional clients included Iomega, Carrier and other national websites

Freelance Art Director/Designer 1990 – 1997

Conceptualized, art directed, designed, produced print collateral and websites for local and national accounts which include: Meduas Murdock and Schwabe, American Express, Gentner (ClearOne), Zions Bank, Snowbird, O.C. Tanner, First Security Bank, HealthRider, Subway, Prime Commercial, Franklin Covey, Lasalle Partners, Homart Development, Utah Business Systems, NPRM, Lewis Wilcot and Dornbush, American Humane Society, Zinj Magazine, and The Utah Advertising Federation.

EDUCATION

Salt Lake Community College, Salt Lake City, Utah Associates Degree in Communication Design

AWARDS

Webby Awards — B2B
Addy Award — B2B
One Show — Gold Pencil for website promotion for Intel.com
Utah Advertising Federation — Addy and Citation of Excellence awards for various print material.
District 12 Addys — Addy and Citation of excellence awards for various print material.
Golden Spike — First place awards for various print material.
National Health Care Awards — Silver award for print material.
AAAI Awards — Silver and Bronze awards for print material.