

# J E F F B A R K E R

CREATIVE DIRECTOR. BRAND DESIGNER. ILLUSTRATOR.

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## EXPERIENCE

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### PLANT THERAPY

**CREATIVE DIRECTOR | BOISE, ID | 2018 - 2019**

Worked to refine and grow the Plant Therapy brand as the company rapidly grew. Helped to take it from a small brand without a clear visual identity to one that has a strong, cohesive look through all channels. Grew the Creative Team to multiple designers, project managers, photographers and videographer.

### SCENTSY

**WEB DESIGN MANGER | BOISE, ID | 2012 - 2018**

Managed a team of web designers. Together we developed and drove the online Scentsy brand look. Worked with other teams, including the company owners, executives, IT, UX/UI, and project managers to develop best practices and processes to manage a rapidly increasing workflow.

### WIRESTONE

**SENIOR ART DIRECTOR | BOISE, ID | 2006 - 2012**

Served as Senior Art Director, Creative and Technical Producer, and Illustrator for Idaho's largest independent digital agency. Managed the Post Launch Group, a team charged with long-term brand and content updates to client sites. Clients included Apple, Intel, Microsoft, Hewlett-Packard, Alexia Foods, Siemens, Northwest Memorial Hospital, Jim Beam, Cabo Wabo Tequila, Oakley, Motorola, and Boeing

### BOWNE & CO

**SENIOR ART DIRECTOR | SEATTLE, WA | 2000 - 2006**

Developed print and web marketing strategies and collateral. Managed a team charged with creating print and electronic direct marketing campaigns. Clients included Holland America Cruise Line, Autodesk, Borgata Resort and Casino, Foxwoods Resort and Casino.

### PUBLICIS

**ART DIRECTOR | BOISE, ID | 1998 - 2000**

Art Director for a variety of web sites, print ads, promotional literature, and materials. Developed 3D and 2D electronic illustrations as well as traditional illustrations for a diverse range of projects. Clients included Hewlett-Packard, Cyrix, Enron, Immersant, and Micron.

### EVANSGROUP

**DESIGNER, ILLUSTRATOR | BOISE, ID | 1994 - 1998**

Designer on various web and print projects. Other duties included high-end Photoshop production and illustration for print and interactive work. Clients included Ore-Ida, Simplot and Hewlett-Packard.

## EDUCATION

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### BOISE STATE UNIVERSITY

Graduated in 1993 with a BFA in Advertising Design with an emphasis in illustration.

