

FRANK MESINA

Frank Mesina
2S 675 Arboretum Rd.
Glen Ellyn, Illinois 60137
972.249.8871 frank@frankmesina.com

Objective

Obtain a senior creative position with extensive involvement in design and creative development.

Education

The Art Institute of Dallas
Dallas, Texas
Associate of Applied Arts Degree 1992
Visual Communications

The University of Illinois at Chicago
Chicago, Illinois
August 86 - June 88
Graphic Design

Experience

Sapient

Chicago, Illinois, Feb 10 - Jun 10
Senior Art Director

Worked with a team of information architects, content strategists and developers in revamping sections of Hyatt.com. Redesigned specific sections of the site, introducing best practices in visual design and art direction.

Client: Hyatt

ClickMotive

Plano, Texas, Feb 08 - Feb10 (Working from Glen Ellyn, IL office since January 2009)
Creative Director

Provided Art Direction and design for web-based applications for clients in the automotive industry. Managed a team of designers in establishing and maintaining design standards for all interface designs. Provided regular feedback to design team in order to help grow their creative sensibilities and progress in their design skills. Worked with account services, production, project management, and development to foster a collaborative, team environment. Created marketing materials to support sales staff, including proposed site designs, email campaigns, presentation materials and print projects.

Clients: Acura, Toyota, Scion, Ford, Nissan, Autonation, ClickMotive

Digital Standard, Inc.

Plano, Texas, Feb 05 - Feb 08
Creative Director

Developed brands for Digital Standard, Inc. and it's mobile marketing platform, Saki Mobile. Designed mobile media user interfaces, social-networking applications, icons and illustrations, for product development team. Designed all online and print collateral for marketing group, which included Web sites, promotional campaigns, business development materials, online newsletters, press releases and media kits.

Clients: Cinemark Theaters, Webshots, INgrooves, Blastro, Saki Mobile, Digital Standard, Inc.

d2 Digital Designs

Dallas, Texas, Mar 01- Feb 05

Creative Director

Provided creative direction and design for client and d2 interactive media, including kiosk, CD-ROM and Web site design as well as a few print projects. Responsible for inspiring a production staff of multimedia specialists, preserving the design integrity of the creative department's work. Meet with clients to insure conceptual and aesthetic direction, while overseeing the production of these jobs from start to finish. Other related duties included interviewing designers, working with vendors and providing art direction to freelancers.

Clients: AOL Time Warner Center, ASID, Hanover Company, Maguire Partners, NEO Industries, Ben E. Keith, Centex Construction, Hillwood, The Related Companies, Airband, Southwest Sports Realty, Starwood Hotels, NW Construction, Billiards & Barstools, Kidd Kraddick, d2 Digital Designs

Sapient

Dallas, Texas, Jul 00 - Mar 01

Senior Design Director

Designed interface for web-based health care application. Worked within a team of branding and marketing directors to establish the client's brand through the use of mood boards, competitive analysis and maintaining the brand's integrity through the design of detailed style guides.

Clients: Em3 Healthcare, Sapient

Satama Interactive

Dallas, Texas, Dec 99 - Jun 00

Senior Art Director

Responsible for recreating the U.S. branch of Satama's brand image, through Web site, collateral and marketing material designs. Art directed, designed and assisted in project management on various jobs by working closely with designers, multimedia specialists, copywriters and production managers.

Clients: Sportsfair, Williamhouse Paper, Satama Interactive

USWeb/CKS

Dallas, Texas, Jun 99 - Dec 99

Art Director/Senior Designer

Art directed and designed for several e-commerce sites, produced comp work for business development proposals, created logos for branding engagements and on occasion, assisted in structuring site flow.

Clients: American Airlines, JCPenney, Tenant Healthcare, USWeb/CKS

iMC²

Dallas, Texas, Jan 97 - Jun 99

Art Director/Senior Designer

Established the features and look and feel for client Web sites, developed site structure and navigation, designed art for proposals and marketing materials and advised clients on effective visual solutions for online media. Was responsible for acting as the point person for HR on designer interviews and new hires. Acted as the creative editor within the design department to ensure quality control.

Clients: The Campbell's Soup Company, Virgin Records, Procter & Gamble, Nestlé, iMC2

Italia/Gal Advertising

Dallas, Texas, Apr 95 - Sep 96

Art Director/Graphic Designer

Responsibilities included creating print ads for a computer retail chain which were placed in several magazine, newspaper and direct mail pieces. Designed promotional items such as brochures, calendars and media kits.

Clients: CompUSA, The Orange Bowl, Confetti Gift Stores, Italia/Gal Advertising