

# MITCH LENZEN

## ASSOCIATE CREATIVE DIRECTOR/ART DIRECTOR

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### EXPERIENCE

#### T3 New York

*Associate Creative Director, May 2008 - Present*

*Senior Art Director, March 2006 - May 2008*

**Role:** Creative and conceptual lead for a team of up to 10+ art directors, copywriters, developers and user experience architects with special attention to media and social strategy development.

**Clients:** JPMorgan Chase, UPS, Marriott Hotels & Resorts, Ritz-Carlton, Courtyard, Residence Inn, Renaissance, SpringHill Suites, MTV

**Highlights:** Built first hotel community and brand application on Facebook. Created Courtyard's first blog directly connecting brand management with loyal business travelers. Developed immersive sensory experience for SpringHill Suites. First and longest standing creative recruited to New York office.

#### Tribal DDB Chicago

*Art Director and Flash Developer, April 2002 - April 2006*

**Role:** Senior art director for Pepsico/Quaker team of 7-10 designers and developers. Established art direction track for Chicago office.

**Clients:** Budweiser, Gatorade, Propel, Quaker Oats, State Farm, Cap'n Crunch, Universal Studios, Home Depot, Tropicana, McDonalds, Qwest, Chicago Tribune

**Highlights:** Creative lead and original illustration for award-winning *Get Kids in Action* sites. Digital landscape video resulting in increased investment for Gatorade.com redesign. Created first custom ESPN.com home page takeover.

#### flamingmonk studio

*Freelance Art Director and Flash Developer, July 1998 - March 2002*

**Role:** Freelance illustrator, art director and Flash & website developer.

**Clients:** Learning Curve, UNext, Virtuocities

**Highlights:** Illustration of assembly instructions and in-store displays for Robotix toy line. Design, illustration, coding and animation of course tutorials for online university.

### EDUCATION/SKILLS

#### Columbia College Chicago

Bachelor of Arts, Art & Design,  
June 1998

Strong user experience and information architecture skills. Direction of photo and video shoots, both green-screen and on-location. Collaboration with 3rd party illustration and 3D modeling/rendering companies. Extensive knowledge of Flash, CSS, DHTML, PHP and WordPress. Independent design, coding and maintenance of portfolio site.

### INTERESTS

Cartooning, illustration, oil painting, photography, live music, travel & road-trips, golf, fantasy baseball commissioner, Chicago Cubs

### AWARDS

2010 Service Industry Advertising Award, ChaseBlueprint.com, Gold

2009 New York Addy Award, SpaceToInspire.com, Silver

2008 Service Industry Advertising Award, SpaceToInspire.com, Gold

2007 Service Industry Advertising Award, MoreRoomToMove.com, Gold

2007 WMA WebAwards, MoreRoomToMove.com, Standard of Excellence

2007 WMA Internet Advertising Award, MoreRoomToMove.com, Outstanding Microsite

2004 LIAA, GetKidsInAction.org, Finalist

2004 MSN Creative Showcase, Propel, Finalist

2002 Effie Award, State Farm, Silver

2002 DDB Pinnacle Award, Budweiser.com, Gold

2002 LIAA, Budweiser.com, Finalist