

PATRICK CURLEY → SENIOR ART DIRECTOR

EXPERIENCE

CHEWY

Senior Art Director | 2023 – Present

Concept and execute multi-channel tier 1 ecommerce campaigns from ideation to production. Partner with shareholders and creative directors to establish a final end result that satisfies both high integrity creative while also meeting business requirements and goals.

ALLEN & GERRITSEN

Senior Art Director | 2021 – 2023

Concept and execute multi-channel brand ideas that motivate and engage including: broadcast, print, outdoor, experiential, mobile, responsive websites, social, videos, email and additional brand collateral.

Partner with copywriters and CD's to execute on shared creative vision while leading internal and client facing review and pitch sessions.

Clients: *Dunkin', UniFirst, One Medical, Combined Jewish Philantropies, Museum of Science, ThermoFisher*

SKDK

Art Director, Gillette Razors | 2020 – 2021

Created multi-channel digital and social campaigns from conception to production within existing marketing scope and business goals.

Collaborated with the larger creative team alongside a copy partner to create compelling digital activations that exceed client goals and expectations.

Clients: *P&G, Gillette Razors, Joy + Glee*

SMALL ARMY

Studio Designer | 2017 – 2019

I was responsible for executing conceptual work with guidance from the larger creative team while working within given production guidelines and due dates,

Produced high-quality comp art for pitches and layout. Delivered additional new creative work including logos, display ads, out-of-home, social, and digital within a fast-paced agency environment.

Clients: *WGBH, TSA, Netscout, Kennebunk Savings Bank, MegaFood, Leica, Boston Medical Center, Agency Social*

EDUCATION

THE AD CLUB

Creative Concepts

Karen Hite, SVP CD at Hill Holliday

This course met once a week for two hours over a period of two months where I got to work in multiple mediums, including digital, social, OOH, and print,

We discussed how to be a hybrid talent by thinking like a client, what makes an idea good, how to concept and collaborate, and how to develop an idea into a larger campaign.

UMASS LOWELL

BFA, Graphic Design

President of Student AIGA

Through a rigorous sequence of core courses I learned the fundamentals of design as well as a wide variety of critical skills necessary for success in the industry.

I was challenged to develop fundamentally sound design solutions in the areas of package design, publication design, web and app design, interactive communication, and advertising, as well as the creation of graphic identities and brand systems.

In my senior year I got to focus on a year-long capstone project where I developed my portfolio, resume and created a self-directed project that reflected my talent, skill, and education.

RECOGNITION

HATCH AWARDS, 58TH ANNUAL

Out of Home Merit Award

WGBH, Understand All Sides Campaign

SENIOR STUDIO AWARD

Outstanding Performance in Graphic Design

University of Massachusetts, Lowell