



## TOM VANDE KERCKHOVE

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### EXPERIENCE

#### **Sapient Interactive**, Chicago, Illinois; Senior Art Director

August 2009 to Present: Visual design and conceiving for integrated online marketing solutions. Strategic planning. Involved in client presentations. Development of web style guide and usability documents. Art direct designers, interactive developers and writers to create a positive end-user experience.

#### **Edelman Digital**, Chicago, Illinois; Freelance Art Director

July 2009: Concept and art direction for social media and interactive banner advertisements.

#### **Roundarch, Inc.**, Chicago, Illinois; Freelance Interactive Art Director

April 2009 to July 2009: Concept and development for front-end web design and online applications. Core role alongside flash developers, video production artists and other professionals on the team.

#### **Fathom Communications**, Chicago, Illinois; Senior Online Art Director

June 2007 to April 2009: Responsible for developing conceptual web design solutions from concept to deliver for integrated online marketing, websites, banner advertisements, e-mail campaigns and motion graphics. Flash-based design. User-interface design and development including site maps, user-flow and wireframes. Work closely with copywriters, developers and others to produce a team-driven end product.

#### **Borchew Design Group, Inc.**, Northfield, Illinois; Senior Designer

December 1995 to May 2007: Design and development for brand identities, print collateral, interactive communications, advertising and specialty packaging. Develop and maintain client and supplier relationships, and art direction of the production team.

#### **Lipson, Alport, Glass & Associates**, Northbrook, Illinois; Designer

September 1993 to November 1995: Package design and brand identity for Fortune 500 companies, plus coordination of illustration, photography and other related services.

#### **Murrie, Lienhart, Rysner & Associates**, Chicago, Illinois; Design Assistant

February 1993 to September 1993: Design development of packaging graphics, layout and prototypes for client presentation.

### EDUCATION

Illinois State University, Normal, Illinois; Bachelor of Fine Arts with an emphasis in graphic design; 1992

### MAC SKILLS

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, QuarkXPress, Adobe Acrobat and MS Office. Working knowledge of HTML and Flash

### CURRENT & PAST CLIENTELE

Work within a diverse range of corporate and organizational clients within the medical, financial, real estate and consumer goods:

Abbott Laboratories	HBO, Inc.
Accenture	Helene Curtis
Allstate Insurance Company	International Truck and Engine Corporation
Baxter Healthcare Corporation	Kimberly-Clark (Huggies Brands)
Baird & Warner	Kraft General Foods
Caremark Rx, Inc.	LG Moblie Phones
Castle Brands, Inc. (Buro Vodka)	Navistar, Inc.
Chicago Board of Trade	Sara Lee Corporation
Children's Memorial Hospital	S.C. Johnson
Citadel Investment Group	Takeda Pharmaceuticals
Edward Hospital & Health Services	Tribune Company
FedEx	U.S. Army
General Mills	William M. Mercer Incorporated