

Drew Dougherty
Creative Branding, Design and Strategy.

- Action sports, fashion and technical consumer goods background
- Global brand, design & marketing management experience
- 20 years solid in advertising, marketing and design



1+ 949.677.7324

05/05-pres. BXC, Laguna Niguel, CA.

Creative Branding & Marketing Consultant. Brand Design Director.

I help define and redefine a brand's visual language, merchandising, product, advertising and retail presence. Recent projects have included Boost Mobile, Red Bull, Nixon Watches, Roxy, Skunk2 Automotive, Hot Wheels, Kelly Slater's Komunity, Goya Windsurfing, O'Neill Europe, Neil Pride's NPX, Prince Tennis, Pinkie Swear Cosmetics, Jaybird Audio and more.

9/99 - 05/05 O'Neill Inc., Santa Cruz, CA.

02-05 Global Creative Director, 99-02 Managing Art Director.

Managed the in-house advertising department of this global apparel and sporting goods brand. Collaborated with global and domestic marketing, product development and sales managers on all branding and marketing communications projects, including ad campaigns, website, media planning, retail programs, and events. Responsible for the development and execution of O'Neill's global branding strategy and corporate look & feel.

1/97 - 8/99 SicolaMartin, Austin, TX.

Senior Art Director.

Created ad concepts, identity, look and feel, branding, website, e-commerce, design and packaging. Managed design and production teams and worked directly with clients, marcomm and sales teams. Accounts: Motorola, IBM, Citrix, Tunes.com, Ichat and Discgear.

1/94 - 12/96 Attn. Design!, Santa Monica, CA.

Fulltime Freelance Art Direction and Design.

Created ad concepts, web, packaging and identity. Clients: Fox Networks, Levi's SilverTab, Nintendo, Activision, Nissan, Rhino Chasers micro-brew. Agencies: FCB/SF, LA, and OC, CKS/Partners, Bozell Kamstra, Fotouhi Alonso and more.

4/92 - 1/94 Miles Communications, Santa Monica, CA.

Senior Art Director.

Developed national ad campaigns and catalogs. Directed photo shoots, created budgets, supervised casting, scouted locations, edited photos, designed and produced layouts. Managed small creative team. Accounts: La Blanca Swimwear, Fashion Island Newport Beach, Century City Shopping Center, Clothestime, Cosmar Cosmetics, Body Drama, Horizon Furniture.

8/89 - 2/92 Surfing Magazine, San Clemente, CA.

Promotions Art Director.

Designed editorial, advertising and event promotions, media kits, direct mail and ads for this sport and lifestyle publication.

RECOGNITIONS:

A few Addy's, Print Magazine Design Annual, Logo Lounge, SIMA Nominee.