

Todd Slater

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Art Director | Senior Graphic Designer

An expert graphic designer with over 20 years of experience in art direction, print, digital design, and graphics team management. Executed and directed visuals for numerous successful launches and major redesigns of magazine titles and websites. A proven track record of recruiting, staffing and mentoring design teams and talent.

ACCOMPLISHMENTS

- **Implemented a digital proofing system**, which was adopted company-wide and **yielded cost savings of more than \$10K annually.**
- Introduced departmental art systems integrations to decrease cost and production time **resulting in \$20K in annual savings and faster production.**
- **Spearheaded website redesign** generating a monthly page-view total of 772,348, **a YOY increase of 95%.**

AREAS OF EXPERTISE

Creative Direction | Brand Management | Project Management | Recruitment and Talent Development | Design Team Management | Print Design | Page Layout | Typography | Illustration | Printing Production/Pre-press | Website Design, Architecture and Email Admin | Email Design | Social Media Design | Image Editing | Collaboration | Cross-Functional Teams | Relationship Management | Vendor Relations | Strong Written, Oral, and Interpersonal Communication Skills

TECHNICAL SKILLS

Adobe Creative Suite, Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver) | WordPress, Squarespace | Censhare | Microsoft Office (Word, PowerPoint, Excel) | Apple Office Suite (Keynote, Pages, Numbers) | Google Suite (Drive, Docs, Sheets) | Mac IT Management

WORK EXPERIENCE

Art Director, Lead Designer (remote)

Snigglezoo Entertainment, Los Angeles, CA

March 2022 - Present

(part-time contract prior to this date)

- Independently built the entire visual identity of Snigglezoo's signature brand from the ground up, serving as design vision-keeper for the brand to this day.
- Responsible for the concept, design, and execution of innovative print and digital campaigns, including social media posts, promotional emails, print advertisements, website landing pages, trade show displays, and other marketing collateral, maintaining quality and brand integrity across all project elements.
- Built the company's primary marketing website, which handles B2B, B2C, and E-commerce sales functions. Recipient of "Outstanding Achievement in Web Development" award from the Web Marketing Association.
- Developed and presented appropriate project presentations to articulate concept, content, and status of projects to internal and external audiences.
- Optimized, revised, and prepared client-supplied graphics and imagery to ensure production specifications were met; personally executed all pre-press preparation.
- As the company expanded and the client approval process for program materials became more complicated, researched and implemented a cloud-based project-management system that simplified the process, storing and centralizing all files across the entire operation.
- Developed and maintained third-party vendor relationships; served as project liaison for internal and external partners to ensure on-time delivery of all projects.
- The program grew to serve 10 client financial institutions in the first five years; these clients reported an average increase of over 40% in the target demographic in the first year of participation.

Art Director, *Dot Dot Dot*

Deputy Art Director, *Woman's World* (remote)

April 2020 – February 2022

Bauer Publishing, Englewood Cliffs, NJ

- Role broadened in 2020 from Art Director of *Soaps In Depth*, to Art Director of *Dot Dot Dot* and various special-interest publications, as well as Deputy Art Director of *Woman's World* weekly.
- Executed or supervised the design of all pages for these publications by a five-person art staff, ensuring they adhered to the visual identity and style of a long-standing, trusted brand (*Woman's World*).
- Served as liaison and consultant for IT development and troubleshooting.
- Created and maintained graphics-specific templates, best practices guidelines, training instructions, project archives, and internal image library (DAM).

Art Director, *Soaps In Depth*

January 1997 – April 2020

Bauer Publishing, Englewood Cliffs, NJ

- Promoted to develop the entire visual identity for a new national publication, single-handedly designing prototype issues and successfully launching the title on time and on budget. Managed all aspects of design and visuals for its entire 23-year run.
- Hired, trained, mentored, and managed a dynamic creative services staff focused on teamwork, efficiency, and follow-through.
- Coached and mentored two senior designers for promotions within 6 months of one another; recruited new staff of junior artists, netting annual payroll savings of \$30,000.
- Implemented a digital proofing system, which was adopted company-wide and yielded cost savings of more than \$10K annually.
- Introduced departmental imaging integrations to decrease cost and production time from a centralized system, resulting in \$20K in annual savings and faster production.
- Spearheaded website redesign, which generated a monthly page-view total of 772,348, a 95% YOY increase.

EDUCATION

Virginia Tech, Blacksburg, VA

Bachelor of Arts in Studio Art; Graphic Design Emphasis

PROFESSIONAL RECOGNITION

Outstanding Achievement in Web Development

2019

Web Marketing Association, for www.themoneymammals.com

COMMUNITY SERVICE

First Presbyterian Church at Caldwell

2013 - 2014

Website Designer, Architect, and Webmaster

Designed and built a replacement for an outdated website.

Boy Scouts of America, Eagle Scout

currently Assistant Scoutmaster