

# Ken Rothermich

## Creative Direction & Design

[cmyken.com](http://cmyken.com)

15 Butler Place, 1A  
Brooklyn, NY 11238

646-345-6923  
info@cmyken.com



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## EXPERIENCE

**Freelance Design / New York, NY**  
2018 – Present

**Addison / New York, NY**

Creative Director: Sep 2016 – Dec 2017  
Senior Design Director: Jun 2016 – Sep 2016  
Design Director: Jun 2015 – Jun 2016  
Art Director: Sep 2011 – Jun 2015

- Design and supervision of digital, print, video and branding projects
- Led creative on half of agency's accounts, reporting directly to the CEO
- Developed strategy and messaging for branding and communications
- Earned numerous industry awards in management and hands-on roles
- Led and expanded client relationships
- Presented directly to C-Suite at Fortune 500 companies
- Directed photo and video shoots for clients
- Assisted in coordination of design staff resourcing
- Spearheaded team-building initiatives with design group

Clients included: Anheuser-Busch InBev, Bank of America, Brown-Forman, Comcast/NBCUniversal, Fitch Ratings, GE, Hospital for Special Surgery, PepsiCo, S&P Global, Verizon, Wills Eye Hospital, World Bank

**The O Group / New York, NY**

Design Director: Aug 2007 – Aug 2011  
Art Director: Aug 2004 – Aug 2007  
Designer: Aug 2000 – Aug 2004

- Designed award-winning branding, print and digital projects
- Developed initial concepts and carried through execution and production
- Directed numerous photo shoots for clients
- Oversaw creative work of design staff in support of the Creative Director

Clients included: Acqualina Resort & Spa, Altamarea Group, Diageo, Lacoste, LVMH, Rémy Cointreau, Robert Marc, Salvatore Ferragamo, Union Square Hospitality Group, Voss Water

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## EDUCATION

**Miami University / Oxford, OH**  
1996 – 2000  
BFA Graphic Design

**Laws Hall & Associates / Oxford, OH**  
2000  
Multidisciplinary Advertising Program

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## RECOGNITION

*Communication Arts*

*Graphis*

Type Directors Club

*PRINT Magazine*

*HOW Magazine*

International Design Awards

Under Consideration's FPO Awards

Under Consideration's Brand New Awards

*Creative Quarterly*

*Coupe Magazine*

ARC Awards

ReBrand 100