

CAITLIN VANDERKLOK ART DIRECTOR

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EXPERIENCE

LEO BURNETT - PRODUCER - MAY 2015-PRESENT

Digital Producer for award-winning campaigns, including app builds, online games, microsites, activations, and banner ads. Determine optimal vendor partners and execute projects within scope, budget and timeline with an eye on digital best practices.

CLIENTS: Samsung, Marshalls, Nintendo, McDonald's, UnitedHealthcare, Fifth Third Bank, WhiteWave Foods

FOCUS FEATURES - DIGITAL ART DIRECTOR - OCT 2015-PRESENT

Focus Features regularly needs a digitally savvy art director to assist its creative team on special promotions and activations. I've designed digital assets for feature films like Suffragette, Loving, and The Forest.

YOU'RE STILL FAT - CREATIVE DIRECTOR / CO-FOUNDER - MAY 2014-PRESENT

You're Still Fat (yourestillfat.com) is a satirical food, fashion and lifestyle blog, created, designed and curated by myself and my creative partner Liza Rush. Concept, develop, design, develop, and execute content for blog and online shop. Promote and manage blog presence across social channels with dynamic targeted advertising. Cultivate relationships and partnerships with brands. Working on a book!

FCB - CREATIVE PRODUCER - DEC 2013-MAR 2015

Creative Producer working on digitally-focused executions: online games, microsites, and experiential campaigns. Digital point-person for creative team, provided developmental insight into UX/UI. Advised on best digital practices in order to optimize concepts for end users. Determined optimal vendor partners and worked closely with chosen team to execute projects within scope, budget and timeline.

CLIENTS: Kmart, KFC, State Farm, Valspar Paint, Aramark, Choose Chicago

NO LIMIT AGENCY - SR ART DIRECTOR / DIGITAL PRODUCER - JAN-DEC 2013

Oversaw the direction of all agency-produced websites, design work, web and social applications for 50 national and international franchise clients. Managed a digital team of 5. Assigned to Executive Leadership Team to manage digital department process. Creative Director of the 1851 Project, an online small business magazine (1851franchise.com).

CLIENTS: Toppers Pizza, Checkers/Rally's, TCBY, Two Men and a Truck, Right at Home, Mooyah Burgers and Fries

INGRAM CONTENT GROUP - PRE-PRESS BOOKBLOCK EDITOR - 2010-2012

Served as a Team Leader for the Pre-Press graphics team. Assigned to Software Testing team to find efficiencies and optimize process. Recognized for excellence in leadership, enthusiasm, and corporate citizenship.

AWARDS & RECOGNITION

- 2016** Cannes Lions (Cyber) - Silver - Samsung Voices of Life
Savour Magazine Readers' Choice - Best Humor Blog
FWA Mobile Site of the Day - Fifth Third Texting Game
- 2015** Cannes Lions (Direct) - Gold - Joe Boxer Inactivity Tracker
- 2014** FWA Public Shortlist - Joe Boxer Jingle Joes
CSSReel Site of the Day - Joe Boxer Jingle Joes
Webby Awards Honoree - Best Practices, Valspar Color
Awwwards Honorable Mention - Joe Boxer Jingle Joes

EDUCATION

2010 - INDIANA UNIVERSITY

Bachelor of Arts, Studio Art - Graphic Design
Bachelor of Arts - History of Art

STRENGTHS

ART DIRECTION

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Flash), Illustration, Infographic Design, Product Styling, gifs, Content Creation

SOCIAL MEDIA

Blogging, Google Analytics, Facebook, Twitter, Snapchat, Instagram, Wordpress

PRODUCTION

Digital experiences, Gaming, Video, Social Media, Mobile apps, HTML5, CSS, Vendor Communication, SOW Creation

HUMAN

Improv Comedy, Andy Warhol, Fast Food, Hair, Dogs, Making fur work in any season