

# Todd Moreland

CREATIVE DIRECTOR / ART DIRECTOR / IMAGE MAKER

Los Angeles, CA

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## Summary

Passionate, award-winning veteran graphic design professional with 15 years of experience creating and directing strategic, visually appealing, conceptual work. A holistically-thinking, hands-on collaborative leader with an eye for detail and quality. Proven ability to connect clients to their audience by marrying compelling storytelling and elevated visuals. Savvy in applying experience and problem solving skills across the branding spectrum - print, digital, social and on-air.

## Experience

### Creative Director/Art Director – Freelance

July 2017 – Present, Los Angeles, CA

- Freelance in-house at top entertainment design agencies, conceptualizing key art for clients such as FX, HBO, Netflix, Hulu, Starz, CBS Films, Freeform and YouTube

August 2002 – Present

- Personally act as creative director, art director, illustrator and client management liaison to provide one-stop graphic design services for large and small businesses, startups and musicians
- Research and engage with vendors when needed, managing budgets and production timelines

### Art Director – Travel Channel

May 2016 – May 2017, New York City, NY

April 2008 – May 2016, Washington DC

- Mentored, managed and art directed the in-house design team, guiding workflow from pre-production to on-time deadline completion
- Lead designer responsible for conceptualizing, compositing, designing and executing award-winning 360° TV key art marketing campaigns that were strategically on brand, in collaboration with the creative director, producers, copywriters and strategy leads
  - These campaigns include record ratings results for *Anthony Bourdain: No Reservations*, *The Layover*, *Ghost Adventures Live*, *Man v Food* and *Expedition Unknown*
- Presented concepts to senior leadership and strategy partners
- Art directed photo shoots with network talent, including Andrew Zimmern, Samantha Brown, Adam Richman, Josh Gates, Bert Kreischer, Anthony Melchiorri, Bret Michaels and Don Wildman
- Supplied art direction to out-of-house freelance designers, finishers, graphic houses, photographers, sketch artists, illustrators and production companies
- Managed production timelines and budgets of all print vendor projects
- Deeply involved in 3 major design rebrands of the network

### Designer – Discovery Communications

August 2007 – April 2008, Washington DC

- Designed a variety of print and online creative for network and in-house corporate clients including Discovery Communications, Travel Channel, Planet Green and Discovery Education
- Collaborated with a team of art directors, writers, project/print managers to streamline concepts and hone directions for presentation
- Maintained distinctive network brands across all projects

### Designer – Federal Government

October 2003 – August 2007, Washington DC

- Lead designer on identity development and collateral materials, web sites, annual reports, publications, brochures, exhibits, posters, marketing materials, presentations, briefings, mailing materials, signage, coins, video graphics and illustrations
- Met with clients to define project requirements, budget and present finished design concepts
- Developed project cost estimates and timeline schedules

## Experience Cont'd

### Temp Designer – Kid's Stuff

May 2003 – October 2003, Topeka, Kansas

- Designed page layouts for the company's product catalog and point-of-sale materials
- Developed product line logos
- Inspected and corrected freelancer artwork in preparation for print
- Assisted senior designers with general duties, including presentation and file preparation

### Jr. Designer – The Clockwork Group

August 2002 – January 2003, San Antonio, TX

- Designed print and web-based projects
- Shadowed and assisted senior designers with presentations and projects

### Intern Designer – Federal Government

January 2000 – August 2001, Washington DC

- Collaborated with analysts to create a variety of finished intelligence and marketing materials, including charts, briefings, foldouts, logos, posters and awards

## Organizations

PromaxBDA

## Awards

2017 Ex Awards, Best Use of Guerrilla/Street Marketing  
2017 NYC Addy Silver, Ambient Media Event  
2016 PromaxBDA Bronze, Online Takeover Promotion/Roadblock  
2016 DC Addy Silver, Advertising & Promotion Web Banner Ads  
2015 DC Addy Silver, Direct Marketing 3D  
2014 DC Addy Gold, Advertising & Promotion Banners/Rich Media  
2013 DC Addy Silver, Full Page Four Color Consumer Publication  
2012 CTAM MARK Silver, Affiliate Marketing Multimedia Campaign  
2012 PromaxBDA Promotion & Marketing Gold, Consumer Promotion Using Integrated Media  
2012 DC Addy Silver, Single Poster  
2012 DC Addy Silver, Mass Transit/Public/Airline, Interior  
2011 PromaxBDA Promotion & Marketing Awards Gold, Trade Ad  
2011 Cablefax Award, Best Digital Marketing Campaign  
2010 CTAM MARK Bronze, Promotion & Tune-In Campaign for a Single Program  
2010 PromaxBDA Design Gold, Illustrated for Print  
2010 PromaxBDA Design Bronze, Illustrated for Print  
2010 PromaxBDA Design Silver, Poster Campaign  
2010 PromaxBDA Design Bronze, Folded Piece  
2006 Print Magazine's Regional Print Annual  
2x 2006 International Davey Award Silver  
6x Federal Government Exceptional Performance Awards

## Software

Adobe Photoshop, Illustrator, InDesign, Acrobat

## Skills

Concept development and brainstorming  
Creative direction and art direction  
Team leadership and collaboration  
Brand stewardship  
Compositing  
Typography and layout  
Strategy  
Project management

## Education

### University of Central Missouri

Bachelor of Fine Arts, Commercial Art with an emphasis in Graphic Design

- Graduated summa cum laude from a National Association of Schools of Art and Design accredited university