

Theron Cook



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www.tcookdesign.com

Skills

Uniquely creative and dynamic design concepts for marketing.

Proficient in HTML



Work Experience

Art Director

KBS Advertising Agency - New York, NY - November 2015 to 2017
BMW Content Team responsible for the digital and website material.
Daily operations included wireframes, visual designs, and creative branding.

Digital Designer

Essence Magazine - New York, NY - August 2015 to October 2015
Layout design for print and digital formats.

Founder - Editor In Chief

Mute Magazine - New York, NY - December 2006 to July 2016
Executive editor, responsible for all operations and policies. Head of all the departments of the organization. Accountable for delegating tasks to staff members and managing them. Developing and generating ideas for content, branding, promotions, and web/ mobile interactive design. Creative art direction for photo shoots, editorial pages etc. Responsible for creating production ready artwork.

Art Instructor

ILead Charter School - Reading, PA - January 2014 to August 2014
Responsible for instructing students in the basic principles of art and how to create visual solutions for media promotions & marketing using computer design programs.

Jr. Designer & Sign Fabricator

Sign Spec, Inc. - Pennsauken, NJ - December 2008 to April 2009
Planned, analyzed, and created visual solutions.

Jr. Designer

Vibe Magazine - New York, NY - October 2006 to June 2007
Editorial production: Working in all design programs to create production ready artwork.

Selected Freelance

NYRR New York Road Runners - October 2015 (Designer)
The Plug Sneaker Retail Store - July 2015 Branding (Creative Director)
Redesign RDG Parking Authority - January 2015 (Art Director)
Phoenix Fitness & Health - August 2014 (Art Director)
Clean Floors & More - January 2014 (Visual Designer)
Rize Program - December 2014 (Web/ Multimedia Design, Video Editing & Photography)

Education

New York Code + Design Academy
UI UX Strategy & Product Design
Hussian School Of Art, Philadelphia, PA
Four-year Degree in Specialized Technology

Honors

Artist of the year 2013 ACOR
Ruth and Bernard Petlock Memorial Scholarship - 2006
(Award for academic achievement, excellent attendance, & seriousness toward career objective.)
Oliver Grimley Drawing Prize - 2005 (Award for Excellence in Drawing)