



PATRICK RUTHERFORD



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INTERACTION DESIGN DIRECTOR • CREATIVE DIRECTOR • TEAM LEADER • BRAND DEVELOPMENT

ABOUT

I am an accomplished Interaction Designer, highly regarded for 15 years of progressive experience directing digital and UX design, print design, photography, video, and marketing for a wide variety of clients. I'm a motivational and influential team leader with a passion for inspiring others to achieve greatness by fostering a workplace that champions diverse viewpoints and vision, and adaptability in an ever-evolving Industry.

SKILLS

Creative Direction

Interactive Design

UX Design

Print Design

Marketing

Project Management

Client Management

Brand Development

Ideation

WORK EXPERIENCE

ID90 TRAVEL / Creative Director

March 2017 – Present (11 months) Southlake, TX

Lead the company through ideation of creative material branding and strategy. Mentor and motivate marketing, development, and sales team members.

- Served as UX Director throughout the design of ID90 Travel's mobile app, creating seamless experiences for all services under the ID90 Travel Umbrella, earning a 4.0+ rating in both the Apple App Store, and Android Store.
- Directed a significant portion of projects in the hospitality space, creating several B2C and B2B campaigns and projects internally and for key clients, including United Airlines and Hawaiian Airlines.
- Collaborated with client and marketing team members to create commercials, hiring outside talent to provide specialized products and services to meet our growing needs.
- Partnered with vendors on the creation and distribution of print collateral, monitoring and managing budgets.

TONIC3 / Sr. Lead UX Designer / Creative Lead

January 2016 – March 2017 (1 year, 2 months) Lewisville, TX

Managed project scopes, developed timelines, and milestones, aligned designers as resources for multiple projects, presented products and product phases to more than 75% of Tonic3's Clients.

- Partnered with the CEO, Accounts Director, and UX Director to create internal print and digital collateral. Created prototypes, documented user testing sessions, creating user flows, journey maps, and design system guides for clients.
- Demonstrated thought leadership for best practices and understanding of trending technology and design innovation.
- Provided expertise in all stages of digital design and art direction, from conception through product launch.

WORK EXPERIENCE CONTINUED

HCK2 / Sr. Interactive Art Director

April 2015 – December 2015 (8 months) Addison, TX

Led a team of creative professionals through UI, UX, print, and interactive design projects for a variety of business clients.

- Managed the production of print, broadcast, and interactive design elements while assisting the Creative Director in achieving on time, high-quality completion.
 - Developed and presented projects to clients, contributing to new account revenue.
 - Mentored a small group of designers and copywriters in their professional development, industry best practices, and client engagement.
 - Created cutting-edge interfaces, designs, and information architectures for websites and mobile applications through a user-centered design process by constructing screen flows, prototypes, mockups, and wireframes.
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IVIE INC / Sr. Creative / Digital UI, UX

February 2012 – April 2015 (3 years, 2 months) Flower Mound, TX

Led a team of cross-functional professionals through Creative Direction and Art Direction of various projects, presenting deliverables to clients.

- Served as the Art Director of the Broadcast team to lead and manage storyboarding, directing, and filming of internal and client commercials.
 - Ensured the best creative solutions were planned strategically, implemented and delivered on time and above expectation.
 - Created the overall vision and creative direction for marketing and sales collateral, including web and exhibition design, interactive design, and customer presentations.
 - Conceptualized and established the image of the company by creating marketing materials.
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STYLEMARK / Lead Digital Designer UI, UX

November 2010 – February 2012 (1 year, 3 months) Dallas, TX

Created and maintained websites as Lead Digital Designer across eight brands. Partnered with Creative Director developing Print and Digital Design to plan, manage, and execute all deliverables.

- Developed print design for a diverse collection of client companies, complying with each company's individual design requirements and regulations.
 - Clients included: Disney, Marvel, Reebok, Nickelodeon, Seaworld, Columbia, and Polaroid.
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AWARDS

AAF ADDY AWARD (2016)
Humanities Division Award (2005)
Billy Bird Memorial Scholarship (2003)

ORGANIZATIONS

Dallas Society of Visual Communication
Connecting Things - Denton co.

VOLUNTEER EXPERIENCE

The Village Church
Communications Team, Worship Leader (Kids Village)
PBN Radio
Marketing Director
Boy Scouts of America
Den Leader, Camp Out Coordinator