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## CURRICULUM VITAE • 2018

### DOUGLAS TAIT



1997 – PRESENT

*Principal & Creative Director*

**TaitDesign® Everything Communicates®**

Douglas Tait, Inc.

Communications Design

Consistent branding, flexible messaging and compelling design move audiences while bolstering brand recognition and loyalty. The results are measured in increased awareness, value and engagement.

As a communications design consultant, I work with corporate and non-profit institutions to analyze and evaluate brand effectiveness and to identify opportunities for maximizing the strength of a brand. It's this coherent method of auditing trademarks, service marks, hierarchy relationships, websites, social media, reports, publications and other pertinent communications tools that allow the insight required to affect positive change and provide pathways for successful outcomes.

Additionally, effective communications products – from financial reports to social media marketing – are vital to organizations of all sizes and missions. These require unique, compelling, consistent, and passionate expression based on brand strength and concise brand guidelines.

I earn my clients trust through my commitment to quality, efficiency, and taking accountability for project results. When collaborating with client communications teams, it's my knowledge of design principles, commitment to excellence, currency with design technology, methodical organization skills, and the best practices for production that enable powerful products and initiatives to be realized.

*It's my creative and practical approach that reinforce advancement of client organizations' missions and brand strength – heightening or fostering – its continued success.*

### SPECIALTIES, PRODUCTS & SERVICES

- Corporate Identity & Guidelines
- Branding & Compliance
- Annual & Financial Reports
- Corporate Capabilities Reports
- Publications, Literature & Brochures
- Books, Covers & Posters
- Consumer Product Branding
- Human Resources Material
- Fund Raising Campaigns
- Special Event & Conference Material
- Exhibits & Promotion
- Social Media Marketing
- Website Development
- Advertising

### EXPERIENCE

- Institutional Services
- Shareholder Relations
- Financial & Investment Services
- Insurance Services
- Human Resources Relations
- Industrial & Manufacturing
- Pharmaceutical & Healthcare
- Consumer Products & Services

**SELECTED  
CLIENTS**

- Capital Guardian, Capital Group
- Carnegie Council for Ethics in International Affairs
- Condé Nast
- Franklin Toiletry Co., Barbershop
- GE/Kidder Peabody Properties
- Harry Gitlin Lighting
- Institute for Democracy Studies
- J.M. Huber
- John Jay College
- MetLife
- Myron Manufacturing
- New York Telephone
- Roy Lichtenstein Estate
- Shelly Palmer
- Westvaco
- United Nations
- UNICEF Headquarters
  - Geneva
  - United States Fund
- United Nations Development Group
- United Nations Development Programme
  - Bureau for Development Policy
  - Democratic Governance Group
  - Mine Action
  - Maldives, Adopt-An-Island Campaign
  - Norway, Democratic Governance
- United Nations Population Fund
- United Nations Association of the USA
  - Adopt-A-Minefield Campaign
  - Education Section
  - Model U.N.

**DISCIPLINES**

- Visual Problem Solving
- Criteria & Concept Development
- Visual Audit & Analysis
- Hierarchy & Emphasis Structure
- Nomenclature Development
- Identity & Brand Guidelines

**PROJECT  
MANAGEMENT**

- Task Analysis
- Project Supervision
- Scheduling & Estimating
- Procurement & Vendor Selection
- Vendor Coordination
- Production Management
- Best-Practice Procedures
- Workflow Management

**CORPORATE IDENTITY,  
BRANDING & GUIDELINES**

- UNICEF | for every child
- United Nations Association of the USA
  - Adopt-A-Minefield
  - Model U.N.
- Parker Hannifin
- Tishman Construction
- Shelly Palmer
- H.A. Simons International
- Flexor Sports Training
- 7x24 Exchange
- FabriFoam

**ACADEMIC**

1975 – 1979

*Bachelor of Fine Arts*

**School of Visual Arts**

Corporate Identity Systems & Corporate Communications  
*Manhattan, New York*

**PRIMARY STRATEGIC DESIGN INSTRUCTORS:**

Bill O'Brien (*of Lippincott & Margulies; Porter, Goodman & Cheatham; Saul Bass*)  
Peter Bradford (*of Peter Bradford & Associates*)

**EMPLOYMENT  
& CONSULTING**

2012 – 2016

*Senior Brand Consultant and Advisor*

**UNICEF Headquarters**

Brand Management, Brand Building  
*Manhattan, New York*

I was engaged to provide analysis in the areas of brand continuity and compliance, and brand guidelines – while providing support, development, and assets for the **UNICEF | for every child** rebranding program launched worldwide in 2017.

1991 – 1997

*Founding Partner, Creative Director*

**Kelleher & Tait Design Group, Inc.**

Communications Design  
*Manhattan, New York*

**SELECTED CLIENTS:**

MetLife, United Nations, UNICEF, Westvaco, United Nations Population Fund, United Nations Association of the USA, United Nations Development Programme, Myron Manufacturing, J.M. Huber, GE/Kidder Peabody Properties

1985 – 2005

*Design Director, Affiliate*

**Axiom Group, Inc.**

Strategic Management & Communications, Corporate Identification & Guidelines  
*Manhattan, New York; Harrison, New York*

**COLLABORATIVE PROJECTS FOR:**

Parker Hannifin, Jefferies Group, Tishman Construction, FabriFoam, Flexor Sports Training, Tocqueville, Leggett & Platt, Moors & Cabot, 7x24 Exchange, Technimetrics

1985 – 1991

*Design Consultant*

**R.A. Danzig, Inc.**

Marketing Communications  
*Manhattan, New York*

**COLLABORATIVE PROJECTS FOR:**

Manufacturers Hanover, Citibank, Discover Card, Ensign Bank

1983 – 1991

*Design Consultant*

**Fones & Mann Advertising, Inc.**

Medical Advertising & Marketing  
*Manhattan, New York*

**COLLABORATIVE PROJECTS FOR:**

Alkco Lighting, Quality Care

1985; 1986

*Design Director; Consultant*

**Shareholder Reports, Inc.**

Corporate Annual Reports  
*Manhattan, New York*

**CLIENTS:**

Morgan Stanley, Deutsch Bank, Public Securities Association, Oppenheimer, Beneficial, Nuveen, Axe Management

1984 – 1985; 1986

*Design Director; Consultant*

**Brian O'Neill Design Office**

Corporate Identification, Annual Reports  
*Manhattan, New York*

**CLIENTS:**

Parker Hannifin, Tishman Construction, International Flavors & Fragrances

1984

*Design Director*

**Taylor & Ives, Inc.**

Corporate Annual Reports  
*Manhattan, New York*

**CLIENTS:**

Bankers Trust, PaineWebber, BMW of North America, New York Stock Exchange, Ivan Boesky & Company, First American Bank

1981 – 1984

*Design Consultant*

**EastWest Consulting Group, Inc.**

**Bill O'Brien, Consultant**

Strategic Corporate Identification  
*Manhattan, New York*

**CLIENTS:**

Parker Hannifin, Westvaco, H.A. Simons International

1979 – 1981

*Art Director*

**Dick Lopez, Inc.**

Communications Design & Annual Reports  
*Manhattan, New York*

**CLIENTS:**

City Investing Company, AT&T, IBM, Sandoz Pharmaceuticals, UMC Industries, International Paper, Standard Brands, Nuveen