

# LANCE G. ROSSING

## ART DIRECTOR

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A top-performing art director and designer credited with combining graphic design, strategic analysis, and experience across traditional and new media platforms to deliver substantial results in highly competitive markets. Strong expertise creating large-scale, innovative campaigns as well as leveraging existing concepts. Highly accomplished in building relationships with project managers, senior management, and the C-suite to deliver flawless results.

## AREAS OF EXPERTISE

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|--|----------------------------------|--------------------------------------|
| — Art Direction and Management                             | — Print and Digital Design       | — Adobe Creative Suite               |
| — Brand Immersion and Multichannel Marketing               | — UX and Web Design              | — Microsoft Office Suite             |
| — Strong Conceptual, Design, Typography, and Layout Skills | — Multimedia and Motion Graphics | — HTML, CSS, PHP, ASP, jQuery, MySQL |
|  | — Copy Writing and Editing       | — Macintosh and PC Platforms         |

## KEY SKILLS ASSESSMENT

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STRATEGIC DESIGN PERFORMANCE | Develop and implement strategic and original concepts to aggressively meet and exceed project intentions.

PROJECT MANAGEMENT | Committed to connecting internal teams through the exchange of knowledge, experience, and goal sharing to optimize campaign approaches and drive results.

## EXPERIENCE

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ART DIRECTOR, SENIOR VICE PRESIDENT | Marsh LLC  
1998 to Present

- Design, lead, and produce senior-level projects including art directing and graphic design for global sales and marketing events and campaigns, marketing communications and presentations, and global print collateral.
- Develop, concept, and execute marketing projects such as social media and print infographics, new and traditional media campaign communications, and promotional collateral.
- Utilize experience-based design innovation to cumulate management, developers, and UX of large digital platforms.
- Enhance internal and external brand management through re-evaluation of concepts and purpose; offering sustainable solutions to keep the brand fresh while maintaining its integrity.
- Concept and execute the user experience by leading the creation of indoor, outdoor, and onstage motion graphics, tradeshow booth and elements, and brand immersion in convention-sized venues.
- Implemented new design standard with corresponding Microsoft and Adobe templates for sales proposals; effectively streamlining workflow processes for global designers and colleagues during production.
- Built, integrated, and maintain a web-based project- and time-management platform for US designers and managers.
- Quickly ascended within company; earning promotions to regional Creative Manager, Senior Designer, and Vice President after starting as a Graphic Designer.
- Previously responsible for West Coast design team management, intranet development, print center and other vendor relationships, and information architecture design and development.

## FREELANCE ART DIRECTOR

1998 to Present

- Create and art direct a broad range of graphic, web, and social media projects including logo and brand development, print collateral, business papers, and web/mobile development and management.
- Collaborate with a wide variety of clients in e-commerce, senior care, restaurant, book publishing, pharmaceutical, and legal industries.

## DIRECTOR OF WEB SERVICES | Team Photogenic

2001 to 2009

- Originated and implemented brand and identity for professional event photography firm.
- Designed a specialized retail website including a custom event photo gallery and shopping cart, administration tools, time-accounting system for employees and contractors, and XML integration for third-party order fulfillment.
- Devised a diverse collection of branded items including print and digital advertisements, tradeshow collateral, marketing slicks, point-of-sale collateral, and promotional materials.

## GRAPHIC DESIGNER | Equarius, Inc.

2001 to 2002

- Supported the development of corporate brand guidelines including exploratory research on the use of color, typography, and imagery.
- Generated company collateral including marketing and promotional materials and business papers.
- Constructed and updated corporate website.
- Integrated Microsoft templates as best practices to adhere to company branding standards for stationary and reports.

## EDUCATION

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BACHELOR OF ARTS, COMMUNICATIONS/ADVERTISING | Washington State University, Pullman, WA

Received Minor in Marketing

## PORTFOLIO

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Sample works available at [www.lancercrossing.com](http://www.lancercrossing.com).