

# Gregory King

SENIOR ART DIRECTOR/ACD

## Chicago

Award-winning creative conceptual thinker with a passion for designing fun and engaging advertising messages with stopping power. Highly original approach to problem-solving with a never ending supply of ideas that get results. Experience collaborating with team members on all channels of advertising. Risk taker who believes in striving to do something that gets the viewer to take notice.

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630-441-2987 mobile

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## Experience

### Senior Art Director

## Freelance Senior Art Director

Agencies included: HDMZ, Blue Chip Marketing, HY Connect, Res Publica Group, RPM Chicago, TBWA Chicago, Upshot, HAVAS Worldwide, eswStorylab. Clients included: Hollywood Casino, Plain Ridge Park Casino, McDonald's, Subway, Citibank, Grand Victoria Casino, Liberty Mutual Insurance, McCormick Spices, Davidson Eggs, Two Brothers Artisan Brewing, Roche Diagnostics, Thermo Fisher Scientific.

Chicago, IL

Dec 2013 - Present

### Art Director

## Adams Outdoor Advertising

Create eye-catching OOH creative and online campaigns for local area clients.

Work in collaboration with Graphic Designer and Account Executives to narrow client's messaging down to "One Thing". In 2017 won Silver ADDY Award in Interactive Web Banner Category for Novi Career Prep High School Campaign. In 2018 won ADDY Award for Adams Self Promotion digital outdoor and The Wurst Bar poster campaign. Wurst Bar creative was voted "Best In Show" 2018. The Wurst Bar was also selected as a 2018 Obie Finalist.

Ypsilanti, MI

Apr 2017 - Feb 2019

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Senior Art Director

Chicago, IL  
Apr 2002 - Nov 2013

## eswStorylab

Responsible for creative direction for all clients taking concepts from rough sketch concept to final layout. Was instrumental in helping agency win the MotorCity Casino account which became the agency's largest client. Clients included: Taco Bell, KFC, Church's Chicken, Options Industry Council, OptionsXpress, Aurora Healthcare, MotorCity Casino, Rivercity Casino, American Marketing Association.

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Senior Art Director

La Grange, IL  
Jan 2001 - Oct 2001

## Storandt Pann Margolis

Clients included: American Cancer Society, The University of Chicago Hospital, The Methodist Hospital, Provena Saint Joseph Medical Center.

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Art Director

Chicago, IL  
Jan 1991 - Oct 1999

## Lois/EJL

Clients included: Osco Drug, Carx, Six Flags Great America, First Alert, BASF Agricultural, Turtle Wax, Husqvarna.

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Art Director

Chicago, IL  
Mar 1985 - Nov 1989

## J. Walter Thompson

Clients included: Kraft Foods, Oscar Mayer, Northwestern Mutual Life, Fisher-Price, Quaker

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Art Director

Chicago, IL  
Oct 1981 - Mar 1985

## Leo Burnett Company

United Airlines, McDonald's, Heinz, Nestle's

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Skills

## Skills

Mac environment  
Adobe Illustration  
Adobe InDesign  
Adobe Photoshop  
Adobe Acrobat  
Graphic Design  
Typography  
Concepting  
Illustration  
Storyboarding

## Education

BS in Business Administration

Saint Joseph's College

Rensselaer, IN  
Sep 1975 - May 1979

Art Direction

Central Academy of Commercial  
Art

Cincinnati, OH  
Sep 1979 - Jul 1981

College of DuPage

Glen Ellyn, IL

Evening classes in QuarkXpress, Photoshop and Illustrator.

## Awards

## Awards

Addy Merit Award: 1982 - United Airlines TV  
Art Director's Club Award: 1984 - United Airlines TV  
Obie Merit Award: 2009 - MotorCity Casino Campaign  
Silver ADDY Award: 2017 - Novi Career Prep High School  
ADDY Award: 2018 - Adams Self Promotion  
ADDY Award: 2018 - The Wurst Bar  
ADDY "Best In Show"- The Wurst Bar  
Obie Finalist: 2018 - The Wurst Bar

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