

Georg W. Purvis, 3

Senior Art Director

- gwpurvis3@yahoo.com • (215) 888-3515
- www.gwpurvis3.com



A highly productive, award winning, and results oriented professional with more than 15 years of experience in spearheading end- to-end management of creative design projects within a variety of fast-paced settings.

Experienced in leading design teams to deliver global brand assets and ensure brand consistency.

Adept at steering the design and delivery of impactful marketing collateral, print design content, and sales enablement tools to achieve strategic objectives.

Well-versed in development and standardization of creative and operational “Best Practices” to maintain creative performance and implement Speed-to-Market campaigns.

Capacity to adapt in rapidly changing environments by fostering relationships, thinking outside the box, demonstrating flexibility, and leveraging an innovative mind-set.

PROFESSIONAL EXPERIENCE

UnitedHealthcare – Sr. Graphic Designer Horsham, PA, 2016 – PRESENT

Oversaw the development of cutting-edge graphic materials for AARP Direct Mail campaigns, such as agent’s acquisition, retention, and supporting materials to maximize brand exposure.

Steered the design and execution of AARP Medicare Supplemental Insurance Plans and Sales Presentations while adhering to established requirements. Envisioned and delivered captivating collateral in four languages for 50 states while collaborating with cross-functional teams. Formulated and presented wide range of corporate materials using UHC branding to translate strategic decisions into understandable terms.

Selected Contributions:

- **Earned excellent feedback and recognition from senior management** for displaying dedication and strong commitment to work ethics: *second in the “average number of days per task - 1.3, third in the “average number of components per task”*.
- **Updated and maintained 20K image assets on Getty Media** regarding multiple branding campaigns, channels, and communication architectures.

G_Wiz Design – Principle / Designer / Photographer 2006 - PRESENT

Boosted youth participation by 3% and donations by 1.5% for North Penn Rugby through leading the re-branding of local sports franchise and creating an effective brand image to optimize community recognition.

Lead full life cycle management of diverse creative projects while finalizing deliverables within time, scope, and budget constraints. Manage wide range of projects, including branding campaigns, logo design, annual reports, PR kits, vehicle wraps, package designs, banners, and interactive digital media to deliver outstanding client experience.

Selected Contributions:

- **Achieved 100% client satisfaction and ensured repeat business** through overseeing wide range of creative projects and completing deliverables within client requirements.
- **Assessed client needs and provided innovative solutions to client** from multiple industries, including Harleysville Insurance, Thomas J. Paul, Inc., Adirondack Photography Institute, North Penn Rugby, CFM Direct, Merkle, Inc., Vanguard and UnitedHealth Group / AARP.

continued

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Areas of Expertise:

- Creative Content Development
- Brand Visibility and Awareness
- Marketing Collateral Creation
- Art Direction / Production
- Contract Development / Negotiations
- Appealing Content Curation
- Skilled in Adobe Photoshop
- Client Experience Management
- Web-Based Digital and Print Design
- Team Building and Leadership

Tools and Technologies

Extensive knowledge in Adobe Creative Suite *including*:

- Illustrator
- Photoshop
- InDesign
- Acrobat
- Light Room

Microsoft Office:

- Word
- Excel
- PowerPoint

Aperture

Quark

Sketch

PROFESSIONAL EXPERIENCE (continued)

School District of Philadelphia – Instructor, Commercial Art, Advertising and Photography Phila, PA 2009 - 2015

Applied appropriate teaching strategies and leveraged outstanding subject expertise to support High School Students in securing NOCTI certification (National Occupational Competency Testing Institute).

Cultivated students' capabilities through integrating Adobe Certification for Graphic Design into the program. Prepared and delivered captivating lessons to improve creativity and optimize skills required for employment.

Selected Contributions:

- **Achieved 85% and 95% success rate in NOCTI exam for Commercial photography and Art** consecutively through instituting effective teaching methodologies and establishing culture standards for learning.
- **Served as a key board member of Philadelphia and Montgomery County Technical High Schools Occupational Advisory Committees (OAC)** and delivered sound guidance on key issues as well as ensuring strict compliance with applicable regulatory guidelines.

EARLIER EXPERIENCE

Goodway Group – Creative Director Jenkintown, PA

Spearheaded the end-to-end management of innovative and targeted direct mail campaigns for leading clients in automotive sector, such as Dodge, Chrysler, Jeep, Lincoln-Mercury, Cadillac, Lexus, and Jaguar.

Supervised staff, assessed performance, established goals, and motivated team members to achieve client objective while adhering to budgetary guidelines. Maintained consistent coordination with external agencies to ensure smooth execution client campaigns and optimize satisfaction. Supported the seamless execution of data mining and tracking program (Dodge Charger) to evaluate users' experience. Assessed client needs and proposed results-driven solution to cultivate client base and drive business growth.

Selected Contributions:

- **Established an interactive Service Department for clients to** deliver on-line redemption and personalized sales promotions utilizing *purls*.

Additional Experience as

Senior Design Consultant, Senior Art Director and Advertising Manager within diversified industries.

Education and Credentials

B.F.A. Commercial Art / Photography Millersville University – PA

Temple University - **Provisional Teacher**, Vocational Instructional Level One
Certipoint - Adobe Certified Associate (ACA)