

Tad Dobbs

Creative Director • Brand Strategist • UI/UX Designer

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Creative leader focused on helping clients, teams and partners deliver beyond their best.

Design and strategy development for print, digital and video spaces with a brand-centric view. Successful business owner and developer with a keen understanding of managing resources, budgets and timelines to deliver consistent creative solutions that exceed client goals. Contributor to IABC, AIGA and HOW through articles, presentations and mentorship.

Skills

Creative Direction

Team Management

Creative Mentoring

New Business Pitching

Presentations

Creative Strategy

Illustrator

InDesign

Photoshop

Dreamweaver

Premiere Pro

After Effects

Microsoft Office

Adobe XD

HTML

CSS

Basecamp

Campaign Monitor

Mail Chimp

Hubspot

Marketo

Experience

HCK2 VP Creative

(Jan 2017 - Present)

Lead the creative department of content strategists, designers and creative directors to encourage consistent delivery of top-notch creative solutions for branding, print, UI/UX design and video production. Member of the leadership team responsible for new business including prospecting and pitching, as well as, tracking profitability for the creative department.

Achievements

- Introduction of project management software to increase efficiency and accuracy across all service lines
- 200% increase in profitability on print projects by implementing new quality control measures for preparing files
- Bring video editing in-house to build out video as a profitable service
- Work with the account leads to create a fully-integrated agency experience for clients creating more powerful solutions and bringing more agency-of-record clients to the table

HMS Creative Director

(Aug 2014 - Jan 2017)

Led the in-house design team of multi-media support artists and designers for 10th fastest growing company in the health care space. Worked with the executive and sales teams for marketing and internal communications projects including branding, print, tradeshow, web and video projects.

Achievements

- Led and worked on the rebranding of HMS, which received praise from the CEO and CTO that it was the best rebrand and launch they had experienced
- Worked with the IT department, design team and outside vendors to restructure and redesign the website while consolidating 50+ sites under one, secure platform
- Introduce project management tools and guidelines to drive efficiency while opening the team up to take on more responsibilities for the department

Education

HOW University

Certificate in UI/UX Design

University of North Texas

BS in Communication Design

Collin County Community College

AAS Graphic Design

Awards

Recipient of 28 awards for communication and design including IABC Gold Quill, AMA Marketer of the Year and Addy's.

Publications

Writing contributor to IABC and HOW Design in addition to work being featured in over 15 national books and magazines in the design industry.

Creative Squall Principal & Creative Director

(Apr 2009 - Apr 2015)

Owner of a small brand strategy agency focused on helping small businesses compete on a larger stage. Responsible for business growth, prospecting and client relations in addition to design responsibilities. Primarily focused on positioning, brand messaging, visual identity and application across the brand portfolio.

Achievements

- Despite launching during an economic recession, exceeded financial goals by 25% in the first 2 years
- Learned lots of new skills in sales and finance
- Attended the HOW Design conference the first 3 years in business due to exceeding financial goals
- Proudest and most challenging time in my career

Texas Instruments/Aquent Senior Graphic Designer

(Apr 2013 - Aug 2014)

The Starr Conspiracy Brand Design Specialist

(Mar 2009 - Dec 2011)

Mosaic Creative Senior Art Director

(Apr 2006 - Nov 2008)

Harwood Marketing Group Associate Creative Director

(Sep 2003 - Apr 2006)

The Thomas Agency Creative Director

(Sep 1998 - Sep 2003)

MDVC Creative Graphic Designer

(Aug 1997-Apr 1998)

JCPenney Multimedia Support Artist

(May 1997 - Aug 1997 & May 1996 - Jan 1997)
