

RUSTY GREEN

PROFESSIONAL EXPERIENCE

ART DIRECTOR INTERN

SPM MARKETING & COMMUNICATIONS, LA GRANGE, IL, 06/22 - 08/22

Worked as part of a junior team to create internal content along with out-of-home, social media content, and presentations for healthcare clients. Honed multi-medium story-telling and workplace etiquette.

- Presented art layouts and concepts to clients
- Produced social and banner ads using custom graphics and photography
- Developed general industry-workplace experience and etiquette
- Mastered Microsoft Teams and utilizing the IT guy

ART DIRECTOR

UIUC ADVERTISING DEPARTMENT, CHAMPAIGN, IL, 05/22 - 10/22

Created tailored graphic/print content and messaging for the advertising department to define both the department's identity and the unique benefit of being a part of the advertising culture at the University of Illinois.

- Designed brand guidelines of type, color, marks, and composition
- Campaign led to over 500 "brochures" along with cookies, stickers, etc.
- Hundreds of excited students participated in branded launch event

CREATIVE DIRECTOR & VICE-PRESIDENT

THE COLLECTIVE MAGAZINE, URBANA, IL, 08/20 - 05/21

Led team of designers to create a cohesive vision for the brand. Also directed the design and sales of the 7th and 8th editions of the magazine.

- Cooperated with local brands/artists for events and publications
- Created Wordpress website which generated over \$2,000 in revenue
- Delegated portfolio-building work to 11 designers

ACTIVITIES

ART DIRECTOR

NSAC FOR THE META QUEST 2, CHAMPAIGN, IL, 01/22 - 04/22

Developing concepts, taglines, executions and more for our client, Meta. Co-creating the layout design for the Plansbook. Placed 3rd in our region.

LEAD GRAPHIC DESIGNER

FOUNDERS - ILLINOIS ENTREPRENEURS, CHAMPAIGN, IL, 01/21 - 12/21

Primarily worked on content for socials, brand guidelines, logos, and assets for the website. Developed investor booklets and pitch decks which resulted in tens of thousands of dollars in seed money for young entrepreneurs.

DESIGNER & STRATEGIST


BAD FOR YOUR HEALTH, CHAMPAIGN, IL, 04/21 - PRESENT


Utilize design and traditional printmaking to create screen prints and marketing materials. Graphics have generated \$2,000 in revenue. Aiding in transitioning the brand towards an upcycled and eco-friendly production model.


VISIT MY PORTFOLIO


 www.RustyGreen.Design

CONTACT

 RussellGreen.biz@gmail.com

 (469) 207-9959

 View my LinkedIn

 St. Louis, MO

WHO I AM

I'm a creative professional who ignites ideas and brings them to life through my skills in art direction and design. I know how to connect with people and believe a little humor goes a long way. I'm a great team player but also know when to speak up and share a unique perspective when needed. Always learning and growing, and very determined to make a name for myself in the industry.

EDUCATION

UNIVERSITY OF ILLINOIS AT CHAMPAIGN-URBANA

BACHELOR'S IN ADVERTISING
MINOR IN ART & DESIGN
09/18 - 05/22

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premier
Creative design
Copywriting
Visual arts
UX Design
Logo Design
Video editing
Microsoft Office Suite
Brand Design/Messaging
WordPress + Elementor/Semplice
Using Gills sans to try to parse better