



**Phil Meyer**

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**PROFESSIONAL SUMMARY:** Over ten years of experience in digital advertising in Chicago. An extensive knowledge of digital marketing and intuitive web design. And now expanding into user experience design with a growing portfolio of work in UX/UI as well as web design.



## WORK

### Art Director/UX Designer at The Marketing Store (6/2015 to current)

I am currently working as a web designer and UX/UI designer for The Marketing Store. This project includes the wireframing and buildout of the T-Mobile loyalty mobile app, T-Mobile Tuesdays.

### FCB Associate Creative Director (5/2004 to 3/2015)

I worked as an ACD for FCB Chicago, focusing on web marketing. In the past eleven years, the Chicago office has grown from 200 employees to over 700 people, and we were able to position FCB as one of the top ten promotional agencies in the country. As a part of the creative team, I worked on several different brands to develop projects from ideation through development. In the process of building promotional campaigns with our digital strategists, I worked with our team to concept initial ideas into creative, engaging projects.

### CLIENTS at FCB

**MILKPEP:** I worked with Milk's Processor Education Program to design, develop, and execute all creative for their promotions. These projects have been award-winning, highly creative programs that have built consumer awareness of White Milk and Chocolate Milk consumption, and they have collected several REGGIES, ECHO, and PRO awards. In 2012, with the rebranding launch of gotchocolatemilk.com, drinking chocolate milk was brought to a whole new set of consumers, athletes who were looking to refuel after a tough workout. I developed and designed several different projects for each of the clients below. This work included microsites, banners, emails, and social media content and facebook promotions.

- ARAMARK
- BLUE CROSS BLUE SHIELD OF FLORIDA
- CME
- DISCOVER
- PACCAR
- STATEFARM
- TAKEDA
- VALSPAR

### FREELANCE (1/2001 to 4/2004)

As a freelance web designer, I worked on a variety of projects including websites, rich media banners, CD-ROM development, digital imaging/video editing, digital marketing. As a freelance web designer, I worked on a variety of projects including websites, rich email campaigns as well as print advertising.



## SKILLS

My design experience includes:

- promo & brand sites, emails/richmedia,
- mobile apps, logo/brand work,
- wireframing, prototyping, userflows.

My software skills include:

- Adobe Creative Suite
- Final Cut Pro & Premiere
- Axure, Omnigraffle, InVision.

My coding skills include:

- HTML/CSS/javascript
- Bootstrap
- actionsript.



## EDUCATION

General Assembly in Chicago: UXD Class

Columbia College: Degree, MFA Film Video Production

Northwestern University: Degree, BA Molecular Biology