



# DEFINE. DESIGN. DEPLOY.

FULL TIME OR FREELANCE CONSULTING.  
YOUR PLACE OR MINE.



**Drew Dougherty**  
*ART DIRECTOR/DESIGNER*

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I'm a communications strategist and a tailor of words and images. I help brands define their ethos, champion their aspirational spirit, tune their voice, refine their look, and up their game.

I've worked with tech, consumer lifestyle, sports, fashion, food, beverages, wellness and much more. From seed to tree, I've designed, directed and produced digital and print campaigns, brand identity guidelines, key art, websites, catalogs, packaging, tradeshow booths, events and retail pop and environments.

I've worked with national ad agencies; FCB, DGWB, Y&R, VITRO and inhouse for sportswear companies O'Neill and Quiksilver. I've been an educational speaker and a guest on NPR's MarketPlace. Blessed with the California lifestyle and passion for the outdoors, I am an avid surfer, snowboarder, mountain biker, backyard farmer, active dad and husband. I answer my phone too.

Portfolio: <https://brandingbycontext.com/drew>



**BXC INC., Dana Point, CA.**  
**Branding & Strategic Creative Director, Founder.**  
 2005 – Present

I collaborate directly with global clients and startups to develop B2C and B2B go-to-market branding and campaign strategies, activations and creative content. I help brands define, create and deploy; identity systems, logos, corporate look & feel, naming, websites, product retail packaging, consumer catalogs, product graphics, videos, trade show booths, experiential environments, event assets, banner ads, social media, print and digital campaigns. I manage budgets, schedules, contracts, teams, vendors and freelance contractors. I have the proven ability to engage a brand's ethos, define ideas based on facts, speed up development time and reduce production costs without compromising design, sustainability or ethics.

Direct Clients: Mountain High Resorts, Giro, Callaway, McDavid Sports, Felt Bikes, Camelbak, Patagonia, O'Neill Europe, Quiksilver, Nixon Watches, LKQ Automotive, Beach Bunny Swimwear, 18/8 Men's Salons, Hasbro, Mophie, Jaybird Audio.

Advertising Agencies (As a Freelance Consultant): VITRO, INK, FCB, DGWB.

**LET ME BRAG A LITTLE:**

- Rossignol/Felt Bikes GTM re brand creative support
- Mountain High Winter Resorts agency of record
- 18/8 Men's Salons Franchise re brand
- Kelly Slater's Komunity brand with Quiksilver
- GTM Launch of BSX Endurance sports training device
- Brand Design Launch of Jennifer Lopez's BodyLab brand with Basic Research
- GTM Launch of Cuponk game for Hasbro
- Giro Sports global packaging system
- Mentored 8 fledgling creative apprentices
- Produced over 450 jobs since 2005
- Acquired over 100 clients



**O'Neill INC., Santa Cruz, CA.**  
**Global Creative Director, Inhouse Agency Manager.**  
 1999 – 2005

O'Neill is an international outdoors lifestyle apparel and sporting goods brand with 5 unique sport segments. I worked directly with the Santa Cruz executive team managing an in-house advertising-marketing department and providing approvals and guidance for all licensees. My team and I collaborated with a global-network of marketing, product development and sales managers on all communications projects, including identity standards & guidelines, advertising campaigns, global website, media planning, retailer and sales programs, yearly budgets and events. I was responsible for the development and deployment of their global re branding strategy initiative and revised corporate look & feel. My daily responsibilities included; reports, technology updates, efficiency, weekly meetings, performance reviews and hiring. We produced annually 3 trade events, 4 sales catalogs, team and product videos, 1 activation/competitive event and over 40 unique ads.

**BEST JOB EVER:**

- Helped initiate and deploy global rebrand program with David Aker's Profit Strategy Group
- Created Look and Feel, Identity Guidelines and Global Brand Charter
- Built global website with qualified CRM collecting data from over 10,000 customers
- Created a back-end Licensee art-asset portal
- Produced 5 years of international ad campaigns, catalogs, trade shows for multiple sports
- Planned 50th anniversary promotions
- Launch the first US branded retail store
- Managed inhouse creative agency including web developers & graphic designers
- Created a custom project management system



**Y&R/SicolaMartin, Austin, TX.**  
**Senior Art Director/Designer, Interactive & Print.**  
 1996 – 1999

Created and presented interactive and print campaigns, identity systems, look and feel, branding DNA, websites, UI/UX, wireframes, e-commerce, graphic design and packaging for the booming mid-90's tech industry. Managed junior design and production teams and worked hand-in-hand with managing creative directors, developers, programmers, clients, marcomm executives and sales teams.

Agency Accounts: Motorola, IBM, Citrix, Tunes.com, Ichat and Discgear.

**WORK WAS GOOD. FOOD WAS BETTER:**

- Worked directly with international tech clients
- Worked directly with print and digital production teams and developers
- Developed my first Brand DNA strategy with the consumer product brand Discgear
- Designed and deployed first e-commerce site
- Gold and Silver Addy awards for Packaging and Identity Design

**SKILLS PAY BILLS:**

**Global Brand Experienced, Senior Manage, Leader, Brand Positioning, Identity & Strategy, Brand Advocate and Presenter, Department Work-flows, Vendor Relations, Talent & Ad Agency Vetting, Photo/Video Producer, Contract Negotiation, Budgeting, Estimating, Writing & Defining Project Briefs, RFP's, Digital and print Production, CRM, CMS, Html/CSS, Product Development, Merchandising and Consumer Research, Collaborator, Presenter to Stake Holders and Upper Management, International Travel, US Passport, Tactical, Fearless, Forward Thinking, Big-picture Getting.**