



Resumé v.10.30.2018

# DEFINE DESIGN DEPLOY

**Drew Dougherty**  
*Creative Director*

Address: Laguna Niguel, California

Phone: 949.677.7324

Email: [drew@brandingbycontext.com](mailto:drew@brandingbycontext.com)

WITH OVER  
TWENTY YEARS  
EXPERIENCE  
IN-HOUSE,  
CLIENT-SIDE,  
AD AGENCY,  
DESIGN STUDIO  
&  
CONSULTING  
GLOBALLY.

Let's define your brand's complex culture and unearth it's unique story to resonate at all touch points, transcend popular media, inspire teams, investors, retailers and customers and holistically evolve.

In addition to my extensive lifestyle brand experience, I've worked with b2b technology, fashion, food, beverages, wine & spirits, health and wellness and nutritional supplements.

I have been a guest & speaker at the University of Texas, Savannah College of Art and Design, Laguna College of Art and Design, Chapman University and have been interviewed on NPR's MarketPlace.

I am an avid surfer, snowboarder, mountain biker, homebrewer, weekend surfboard and fin shaper, dad, husband, dog and turtle owner, composter and backyard farmer.



**My Portfolio: [www.brandingbycontext.com](http://www.brandingbycontext.com)**



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

I collaborate directly with global clients and venture-funded 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.

Clients: OneBlade Razor, Mountain High Resorts, PacSun, Kelly Slater's Komunity Project, Giro Snow & Cycling, Callaway Golf, McDavid Sports, Felt Bikes, Camelbak, Patagonia, O'Neill Europe, Boost Mobile, Nixon Watches, LKQ Automotive, Beach Bunny Swimwear, 18/8 Men's Salons, Basic Research Nutrition, Taco Bell, Mattel, Hasbro, Mophie, Jaybird Audio, Foam Magazine, Klean Kanteen, Tepui Tents and more.

**LET ME BRAG A LITTLE:**

- Personally acquired over 100 clients for the studio
- Rossignol/Felt Bikes GTM rebranding creative support
- Agency of record for Mountain High Winter Resorts
- Re branded 18/8 Men's Salons National Franchise
- Re branded Surfing Heritage Museum, San Clemente (SHACC)
- GTM Launch of 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
- Designed the global packaging systems for Giro Sports - all categories
- Mentored 8 fledgling creatives as paid apprentices



**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 and launched the 50th anniversary activations
- Launch the first US branded retail store
- Managed inhouse creative agency including web developers & graphic designers
- Created an in-house 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
- Won several Gold and Silver Addy awards for Packaging and Identity Design

**SKILLS PAY BILLS:**

Global Brand Experienced, Senior Manager and Leader, Brand Positioning, Identity & Strategy, Brand Advocate and Presenter, Department Work-flow, Vendor Relations, Talent & Ad Agency Vetting, Photo/Video Producer & Contract Negotiation, Budgeting, Estimating, Writing & Defining Project Briefs, RFP's, Digital and print Production, Database including mysql, PHP etc. Product Development, Merchandising and Consumer Research, Collaborator and Presenter to Stake Holders and Upper Management, International Travel, US Passport Current. Tactical, Fearless, Forward Thinking.