

# ANDY TARAY

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## OBJECTIVE

Experienced, passionate designer pursuing an opportunity to develop unique solutions from the conceptual stage to the finished product.

## EDUCATION

### Kent State University

Major: BFA / Visual Communication Design

### Ashland University

Major: Sculpture & Printmaking / Minor: Art Education

## WORK

### Ohioboy Art & Design

Creative Director

Akron, OH / 2000-present

- Art direction, design, and concept development for clients in a variety of mediums including: advertising, books, brochures, CD packaging, corporate identity, illustration, media kits, magazines, promotions, and web sites.
- Design and illustration for large format books from concept to finished product.
- Concept and development for unique promotional items for large corporate companies and small independent artists.

### Campfire Goods Inc.

Owner & Designer

Akron, OH / 2005-present

- Work closely with a team of designers, illustrators, and printmakers to develop a unique brand of hand printed t-shirts and posters designed to spread city, state, and typographical pride.
- Continuing to market a brand sold online at www.wearecampfire.com and in stores across the states.

### MTV Networks

Art Director

New York, NY / 2005-2006

- Art direction and design for all channels and affiliates under the MTV Networks brand.
- Worked closely with a large team of copywriters, designers, and programmers on a variety of promotional materials for large events and TV productions.
- Designed and Directed large scale events for the Affiliate Sales & Marketing team.

### Platinum Design Inc.

Art Director

New York, NY / 1999-2004

- Art direction and design on a variety of mediums including: advertising, books, brochures, corporate identity, illustration, magazines, media kits, promotions, and web sites.
- Worked with a great team of designers and copywriters to develop unique brand identities for companies of all sizes.
- Built custom publishing magazines from start to finish. Including: brand development, concept and design, photoshoot direction, and custom illustrations.
- Directed and designed web sites and interactive pieces.

## TEACHING

### Kent State University

Kent, OH / Spring 2007

- Junior level graphic design instructor

### School of Visual Arts

New York, NY / 2005-2006

- Developed a Junior level graphic design course with an emphasis on experimental typography and promotion.

### Kent State University

Kent, OH / Summer 2006

- Developed a one week intensive summer workshop designed to help students better understand how to build promotions with passion.

### Kendall College of Art and Design

Grand Rapids, MI / Winter 2006

- Guest lecture and Senior portfolio review

## AWARDS AND ACKNOWLEDGMENTS

2007 Print Regional Design Annual

2006 Judge for the Art Directors 85th Annual

2006 Judge for the Alternative Pick Choice Awards

2004 PDN Awards

2004 One Show Award

2004 One Show Award

2003 AIGA 365

2003 Step Annual Design Review

2002 One Show Award

2001 Communication Arts Feature Article