

ANDY TARAY

CREATIVE DIRECTOR

PHONE: 646.337.0800

EMAIL: ANDY@OHIOBOY.COM

WEBSITE: WWW.OHIOBOY.COM

CLOTHING BRAND: THESOCIALDEPT.COM

KEY COMPETENCIES

- BUILDING COHESIVE BRAND CREATIVE ACROSS MULTIPLE PLATFORMS
- PRODUCT DESIGN CONCEPT & DEVELOPMENT
- LEADING MULTI-DIMENSIONAL TEAM OF DESIGNERS, COPYWRITERS, & PRODUCERS
- ECOMMERCE BRAND DEVELOPMENT & EXECUTION
- DEVELOPING VISION OF CUSTOMER-FACING BRAND CAMPAIGNS
- ADVANCE SKILL LEVEL ADOBE CREATIVE SUITE
- BUILDING COMPETITIVE MARKETING STRATEGIES
- DRIVING CONSUMER ENGAGEMENT FOR BRANDS

WORK EXPERIENCE

OHIOBOY ART & DESIGN CO.
CREATIVE DIRECTOR

2006–present

Own and operate creative agency specializing in unique, project-specific marketing solutions for over 25 clients per year, including: MTV Networks, ESPN, EMI, Hearst Publications, Pantone, McDonald's, DreamWorks, Sesame Street, Workman Publishing, and Amazon

- Conceptualize and execute cohesive creative concepts over multiple platforms: brand development, event marketing and promotion, packaging
- Exercise strong leadership organizing and directing team of illustrators, designers, and freelancers
- Manage all aspects of administrative process including: schedule, workflow, scope and budget
- **Selected Achievement:** Nominated for a Grammy in the category of Best Record Packaging

THE SOCIAL DEPARTMENT LLC
CREATIVE DIRECTOR

2006–present

Conceived and operate nationally recognized clothing brand for over 14 years. Products have been featured in multiple publications and platforms, including: FAB.com, Bride Magazine, Midwest Living, Thrillist.com, Metropolis Magazine, Southern Living Magazine, Maxim, and many more.

- Concept development and manufacturing of a branded series for multi-city tour
- Operate and strategize online e-commerce site with over 400 custom designed goods
- Manage operations of multi-person team of designers, illustrators, and screen printers
- **Selected Achievement:** Developed year-long campaign with online partner FAB.com. Selling roughly 20,000 hand printed goods to customers across the US and UK

MTV NETWORKS
ART DIRECTOR

2005–2006

Directed and designed creative and marketing initiatives for 28 in-house channels under MTV Networks brand (including: Comedy Central, MTV, Nickelodeon, VH1, TV Land, Viacom)

- Developed original marketing concepts and creative assets for multiple platforms including: print promotions, product packaging, website, and on-air creative
- Leveraged team of designers, copywriters, and producers on customer facing brand campaigns
- Collaborated with production manager, producers, and videographers on photo/video shoots
- Partnered with Creative Director and Copywriting team on the development of unique promotion materials for Affiliate Sales & Marketing team
- **Selected Achievement:** Chosen as lead designer on a team of 30-plus creatives for the Viacom corporate branding project

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OTHER EXPERIENCE

- BOARD MEMBER: Downtown Cuyahoga Falls Executive Board
- DESIGN DIRECTOR: Downtown Cuyahoga Falls Design Committee
- ADJUNCT PROFESSOR: School of Visual Arts, New York, NY and Kent State University, Kent, OH
- GUEST COVER DESIGN: Metropolis Magazine
- WORKSHOP DEVELOPMENT: Designed and presented screenprinting workshop for Akron Art Museum
- GUEST LECTURE: Kendall College of Art and Design, Grand Rapids, MI
- JUDGE: Print Design Category for Art Directors Club of New York Annual Awards Show

AWARDS

- GRAMMY NOMINEE FOR BEST RECORD PACKAGING
- NATIONAL FARMER'S MARKET POSTER OF THE YEAR
- PRINT REGIONAL DESIGN ANNUAL
- PDN (PHOTO DISTRICT NEWS) ANNUAL
- ONE SHOW ANNUAL
- ART DIRECTORS CLUB ANNUAL
- AIGA 365
- COMMUNICATION ARTS FEATURE ARTICLE FOR UP AND COMING DESIGNERS

CLIENTS

- ART DIRECTORS CLUB OF NY
- AIGA
- BLACK DOG & LEVENTHAL
- BMG
- COMEDY CENTRAL
- DREAMWORKS
- EMI PUBLISHING
- ESPN
- GANNETT
- HEARST PUBLISHING
- HIHO BREWING CO.
- LEGOLAND
- MTV
- MCDONALD'S
- NBC UNIVERSAL
- NEWBURGH BREWING CO.
- NICKELODEON
- PANTONE
- PLATFORM BREWING CO.
- SESAME STREET
- STERLING PUBLISHING
- TIME WARNER BOOKS
- VH1
- WORKMAN PUBLISHING

EDUCATION

VISUAL COMMUNICATION DESIGN / Kent State University / Kent, OH

PRINTMAKING / Ashland University / Ashland, OH