

JERRY KOEPP

Creative Direction

3550 N. Lake Shore Dr., #1127
Chicago, IL 60657
312.401.6002m
jerrykoepp@gmail.com
www.jerrykoepp.com

WHAT I DO

Design, develop and implement world class websites and mobile applications that increase brand awareness and drive sales

Write proposals, respond to RFPs, develop budgets, and make schedules for marketing promotional projects

Develop sitemaps, flow diagrams, wireframes, and use cases with a focus on ease-of-use, efficiency and appropriateness for the client and end user

Listen to and engage clients and internal teams to create an exceptional end product

Build and lead product teams including copywriters, designers, and technologists with an emphasis on collaboration to drive exceptional results

Present and champion concepts to diverse external and internal audiences

Apply expert skills in: Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, Flash, HTML/CSS and Pencil

WHO I'VE WORKED WITH

Adaptec	Hedgewood Homes	Ritz-Carlton
Alliance Theatre	IBM	State of Georgia
Ameritrade	Red Cross	Sun in my Belly
Cartoon Network	Marriott International	TBS
Cisco	MoMA	TNT
Coca-Cola	North Highland	University of Georgia
Emory University	Qwest Communications	Verifone
Freedom Center	Red Bull	Verizon

MY EXPERIENCE

JKS | Creative Studio | 2001-Current | Principal

Thrust Interactive | Design Agency | 2008-2010 | Creative Director

Merge Agency | Design Agency | 2006-2008 | Assoc. Creative Director

Club Games | Game Developer | 2004-2006 | Design Director

Marriott International | Hospitality | 2002-2004 | Art Director

IconMedialab | e-Consultancy | 2000-2001 | Senior Art Director

Elemental Interactive | Design Agency | 1996-2000 | Art Director

Freelance Designer | Various | 1993-1996 | Designer

RECOGNITION

Re-branding of non-profit cycling event increased ridership by 30% and generated a record level of donations

Redesign of international hospitality website generated a 300% increase in referrals for property ownership

Marketing efforts to promote first iPhone game led to placement on App Store home page for 5 weeks and Top 50 designation for game

Won over 8 prominent design awards and have had work featured in *Print* magazine

ADDITIONAL INFORMATION

College / University of Mississippi . BFA in Visual Communication . 1992

Professional Coaching / The Mulling Group . 2008

Art / Resident Artist; Chicago Art Department . 2011