

# Jerry Koeppe

CREATIVE DIRECTION

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## 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

## WHO I'VE WORKED WITH

Adaptec	Hill-Snowdon Foundation	NURFC
AIMCO	IBM	Qwest
Alliance Theatre	Red Cross	Red Bull
Ameritrade	Macromedia	Ritz-Carlton
Aradigm	Marriott International	Southwire
Cartoon Network	Modo Sports	State of Georgia
Coca-Cola	MoMA	Sun in my Belly
Compaq	North Highland	Turner Broadcasting
Hedgewood Homes	Netaid	Verifone

## WHAT I DO

Client engagement experience with Fortune 500 companies:  
Ameritrade, Coca-Cola, IBM, Macromedia, Marriott + Turner Broadcasting

Write proposals, respond to RFPs, develop budgets + schedules for marketing + promotions projects

Devise business strategies (concept to execution) for national and global companies

Excellent communication + brainstorming + brand discovering skills

Analyze + maintain brand standards between print + web

Incorporate strong usability knowledge within site design, including workflow and CMS integration

Present innovative concepts to clients + corporate/internal teams

Extensive experience developing information architectures + navigational schemes

Direct production in various media channels including direct mail, broadcast, print advertising, and interactive solutions

Expert in Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver + Flash

## RECOGNITION

Alliance Theatre: *2007 WebAwards /Award of Excellence*

National Underground Railroad  
Freedom Center: *2006 WebAwards /Award of Excellence*

IBM 1999 Online Annual Report: *2000 Annual ARC Awards /Gold and Best in Category for Interactive Annual Reports*

## ADDITIONAL INFORMATION

**University** / University of Mississippi . BFA in Visual Communication . 1992  
**Professional Coaching** / The Mulling Group . 2008  
**Art** / Abstract Oil Paintings