



WARREN MAPES

art director / web designer

509 mckinley st. e. rochester, ny 14445 585.752.3850

Computer skills

—Macintosh OSX:

PhotoShop CS2-CS3
InDesign CS2-CS3
Illustrator CS2-CS3
Dreamweaver 8
Flash 8
Acrobat 7.0

Specialized Hobbies:

—Printmaking: Woodcut, Embossment,
Intaglio and Serigraphy
—Oil painting, Ceramics, and Drawing
—Furniture Design and production

Hobbies:

—Down hill skiing
—Biking
—Camping

EMPLOYMENT

Art Director—Roberts Communications, Rochester

November 2005 to June 2009

From concept to completion, developed programs ranging from direct mail to trade show signage to interactive promotions. Reached a variety of audiences, including consumers, c-level executives, sales channel decision makers, and business owners, large and small. Invented breakthrough strategies to get results for clients on projects with budgets ranging from \$20,000 to \$200,000 alongside a team of copywriters, creative directors, account executives and production managers. Highlights:

- **Xerox identity system rollout**—Developed direct mail, web, interactive, collateral and fulfillment materials to support the new Xerox brand identity introduced in 2008.
- **Notre Dame Opening Game Day 2008**—Designed an integrated campaign to promote a photo booth experience for Xerox's Scholarship partnership with Notre Dame University during the schools 2008 Football season. Traveled to Notre Dame and worked hand-in-hand to run the first of seven home-game photo opportunity experiences.
- **Customer ROI**—Helped develop a dimensional direct mail campaign to demonstrate the ROI of Xerox equipment purchases to Xerox office customers. Program drew 14% response rate and was featured on www.btoBonline.com as one of "BtoB's Best" direct mail campaigns.
- **Real Business Live**—Designed and managed development of a website to promote Xerox sponsored business networking events and trade shows around the world.
- **Wegmans LPGA viral video**—Worked with a Rochester film director to concept and art direct a personalized viral video to boost ticket sales for the 2009 Wegmans LPGA.
- **RG&E Voice Your Choice**—Concepted and art directed the 2008 "Choice Makers" print advertising campaign that involved extensive location photo shoots and coordination of photographer, agency and client staffers.
- **Other account experience**—MasterCard's Tower Research Group, Prevention Minnesota, on behalf of Blue Cross Blue Shield of Minnesota, and the Greater Rochester Health Foundation.

Art Director—Idea First Inc., Rochester

March 2003 to November 2005

Wore many hats in this five-person agency and contributed to development, launch and maintenance of campaigns ranging in budget from \$2,000 to \$100,000. Highlights:

- **Agency website**—Designed and implemented agency website, working with CEO and Creative Director to concept and launch ideafirst.com using Dreamweaver and Flash.
- **Moran & Kufta brand identity**—Developed concept and design for a new brand look for a Rochester law firm, including logo, capabilities brochure, quarterly newsletter and website.
- **ViaHealth interactive program**—Designed and coded interactive CD-ROM to distribute in a direct marketing campaign to local businesses to promote this local health system's healthplan.
- **Thaney & Associates' brand identity**—Created logo, corporate literature, and website for a Rochester CPA firm.

Art Director—Warren Mapes Design, Rochester

September 2001 to March 2003

A self-employed, one-man show during which I worked with a team of freelance writers, illustrators and web programmers who pooled resources to work directly with clients and local agencies. Highlights:

- **Savingforcollege.com brand identity system and web site**
- **Ardent Learning interactive timelines and web-based sales training**

ICE Inc., Rochester

Buck & Pulleyn, Rochester

Forward Branding

August 1997 to September 2001

References available upon request