

# Allison Morris

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- **Creative Director and designer with vast experience in designing, managing, implementing and delivering innovative interactive applications, creative solutions and integrated marketing campaigns**
- **Recognized leader focused on brand vision, strategic solutions, conceptually visual designs, quality and results**
- **Expert in gathering and defining client requirements to delineate and capture the business objectives, identify and develop a strategy, creative approach and overall direction to design, deploy and deliver successful results**
- **Strong client consulting dexterity, fostering solid internal and client relationships, enthusiastic, quick-learner and proactive with solid communication and written skills**
- **Extensive experience in visualizing, directing, designing and delivering for a range of solutions, often integrated, including: websites, micro-sites, interactive applications, site and user flows, wireframes, navigational models, UX, IA, digital presentations, identity, branding, print, packaging, environmental, social media, mobile text advertising, mobile applications, broadcast, video, direct response, interactive television, e-marketing and managing all phases of their creative lifecycle**
- **Immense experience in building, growing, managing and mentoring large creative teams**

## :: EXPERIENCE ::

### ***Sapient, Consultant***

Atlanta, GA. February 2011 – Present. Senior Interactive Creative Consultant providing concepts and solutions for interactive applications including digital branding, user experience, interface design and navigational models.

### ***Soap Star Joe, LLC, President and Executive Creative Director***

Atlanta, Georgia. 1996 – Present. Design consultancy firm with a diverse background to provide branding, print, interactive and motion to develop integrated, creative solutions through flexibility, strong organizational skills, effective leadership, sensitivity to deadlines, experienced client consulting knowledge and high standards with a commitment to excellence to produce results for any target audience.

**Clients include:** ClipBlast!, Speartek, soma resort, NDMS, IP Advocate, Expo Design Center, Pegasus, Prevent Child Abuse, UPS, Telsey Advisory Group, Franchise Gator, Home Depot, DIRECTV, Upper Chattahoochee Riverkeeper, Ballard Designs, Bearing Point

### ***Cox Media, Corporate Headquarters Leader, Creative Services***

Atlanta, Georgia. September 2003 – April 2010. Lead Creative directing teams and designing solutions for integrated online, wireless, offline and on-air sales, marketing and advertising campaigns. Overview and accomplishments:

- Drive creative excellence and innovative ideas that can deliver successful, meaningful messages and results for all business areas of the company
- Provide strategy, creative direction, solutions and communications to external clients and internal clients, including Cox Media's Corporate office and 22 markets nationwide, and to support our portfolio of products
- Provide leadership, vision, strategy, UX, creative direction, project management, design, content, user surveys, SEO, deployment and delivery for online initiatives and their evolution, including the new [coxmedia.com](http://coxmedia.com) and other online applications to ensure a stellar and seamless online user experience
- Develop storyboards, visual design, voiceovers and direct videos and television spots for advertisement solicitation, testimonials, promotions, product awareness and videos for internal conferences and events and direct response solutions for long-form content and entertainment on Video on Demand
- Team lead and Creative Director for Cox Media to aid in the company-wide brand audit and redesign by providing brand strategy, creative direction, brand standards and conversion communications
- Partner closely with other Cox entities to provide company initiatives, creative solutions and campaigns
- Provide detailed communications among the team to produce quality results and ensure delivery
- Manage stationery system, vendor relationships, press checks and budget
- Launched the first Cox Media interactive direct response television campaign and conducted skills transfer knowledge sessions and created brand standards to successfully launch in other markets
- Key member of the team to launch the first Cox Media mobile text advertising campaign and to provide creative direction, design and delivery for all client direct response mobile text advertising SMS solutions
- Converted all Cox Media company wide stationery solutions to use recycled paper, FSC certified printing and soy-based inks; presented this solution and as a result influenced other Cox divisions to follow protocol
- Won a Cable Advertising Award from the CAB for Corporate Sales Achievement category aiding to develop a creative campaign on how to better sell cable advertising against newspaper

**Clients included:** Cox, AutoTrader, Disney, Sony, SOAPnet, Oxygen, New Line Cinema, Paramount, The Family Channel, The History Channel, Buena Vista Home Entertainment, General Motors, Warner Bros. Entertainment, Inc., Food Network, Hyundai, GoDaddy, Range Rover, Wachovia, Slimfast, United Way, Orleans Arena Las Vegas, Home Depot, Abreva, Bank of America

***TMP Worldwide | Monster Worldwide : USMotivation, Creative Director***

Atlanta, Georgia. December 2001 – September 2003. Creative Director directing creative teams and designing integrated solutions relevant to promotions, travel, incentive reward programs, conferences, events, product and consumer campaigns. Overview and accomplishments:

- Provide strategy, creative direction, design, management and deployment relevant to integrated online and offline marketing, sales and advertising campaigns and solutions, for internal and external clients
- Create and present creative concepts and designs to clients to successfully win client bids
- Direct and manage projects for web, multimedia, print, direct mail, branding, press checks, photo shoots, conferences, events and integrated marketing, incentive and advertising campaigns
- Direct, manage and mentor designers, multimedia developers, writers and art directors
- Review creative candidates for hiring possibilities
- Expand creative department from 5 to 15 to better service clients due to contribution of growth to new business
- Contribute to creative project proposals, RFPs, budgets, estimates and work plans
- Presented innovative, creative solution to a former client, Pfizer, and won back their multi-million dollar business
- Created concept and design for high-profile Coke campaign that was so successful, Coke used the concept in other marketing materials and television commercials

**Clients included:** Monster Worldwide, Coca-Cola, Vanilla Coke, The Ritz-Carlton, Porsche, Saab, Nextel, Spherion, Pfizer, Microsoft, McKesson, TMP Worldwide, Cingular, General Electric, RIM | Blackberry

***Viant, Senior Design Consultant***

Atlanta, Georgia. February 2000 - October 2001. Senior Design Consultant managing teams and providing creative direction and design for web-based applications. Overview and accomplishments:

- Provide creative direction, digital branding, user experience and interface design for online solutions
- Develop strategic design and prototypes for new business opportunities
- Present solutions to clients; creative briefs, competitive analysis, functionality and designs
- Collaborate with sales, technology and strategy to win business and deliver solutions with results
- Manage and mentor creative teams of graphic designers and creative developers
- Review candidates for hiring possibilities
- Consult onsite with clients locally and onsite in Los Angeles and London until project completion
- Create user experience design and detailed interface concepts for a complex, web-based application in a first-of-its-kind online social media and gaming offering for Cartoon Network; also design interface, digital brand and site for a custom content management system
- Design and develop an interactive demo and digital brand for LivePlanet, a Los Angeles entertainment client. This was a sales prototype to present innovative and pioneering reality TV programs such as Runner and Project Greenlight to broadcast and cable networks. This was before “reality” television launched as a major programming genre. Project Greenlight was purchased and aired on HBO introducing the vision to create ground-breaking and integrated on-air and online programming with traditional and new media. LivePlanet founders are Matt Damon and Ben Affleck.
- Work closely with Nascar to create a solid user experience, interface designs, digital brand and navigational ideas and designed interface and site for a custom content management system

**Clients included:** LivePlanet: Matt Damon & Ben Affleck | Project Greenlight, Turner, Cartoon Network, NASCAR, EMAP, J-17 Magazine, Northwestern Mutual Financial Network, Viant

***USWeb/CKS, Associate Creative Director***

Atlanta, Georgia. June 1999 - February 2000. Associate Creative Director directing creative teams and designing solutions for websites, interactive prototypes and digital presentations. Overview and accomplishments:

- Provide creative direction, digital branding, user experience, information architecture and interface design
- Visualize and present strategic solutions, creative vision and designs to internal teams and external clients
- Manage client relationships and provide consultation on projects as the creative lead
- Manage, mentor and direct art directors, graphic designers and creative developers
- Work seamlessly with strategy and technology groups for product deployment, quality assurance and launch
- Aid in the development and presentation of creative briefs, proposals, budgets, estimates and work plans
- Review creative candidates for hiring possibilities to build a creative team from zero to over twenty graphic designers, creative developers and writers
- Creative Lead to design, manage, implement and launch the new Bellsouth.com

**Clients included:** BellSouth, USWeb/CKS

***IBM e-Business Global Services, Interactive Media Design Studio, Art Director***

Atlanta, Georgia. April 1996 - June 1999. Art Director designing and managing teams for websites, kiosks, prototypes, multimedia presentations and CD-ROM titles. Overview and accomplishments:

- Provide creative vision and high level conception and design for interactive and web-based applications
- Present creative solutions and design concepts to clients and manage client relationships on projects

- Direct teams of graphic designers, creative developers, animators and production artists throughout the creative lifecycle until product launch
- Present creative concepts to clients and consult locally and virtually; onsite in New York, San Francisco and UK
- Lead Art Director to launch the first website for Macy's, overseeing a team of over 15 designers and creative developers. Consult onsite to transfer knowledge and web processes to the macys.com team in San Francisco
- Participate in a team working onsite to provide web and interactive skills transfer knowledge, processes and methodologies to a UK IBM team
- Designed the digital brand and interface design for interactive touch-screen kiosks that were created for the NBA Jam Session event held at the Javits Center in New York. The Advanced Scout interactive game allowed users to watch video clips of their favorite players in a game, let them be the coach, call the next play and see if they made the correct choice as the coach would. Multiple kiosks were encased in basketball style locker room metal lockers. Additionally, designed an informational interactive kiosk for attendees to access event information, athlete appearances, event schedules and important facility locations placed throughout the center.

**Clients included:** Macy's, IBM, NBA, Kodak, Motorola, 1999 Grammys, Collegequest.com-Peterson's, TryScience, Starwood Hotels, CS Wireless, Washington Mutual, Superbowl.com 1997, Eurosport, Florsheim, Lincoln Center, NYC, American Red Cross Disaster Relief, LendLease, Allina HealthCare, World Golf Village, PGA, 2000 Olympics, Hertz

***Interactive Media International, Inc., Senior Graphic Designer***

Atlanta, Georgia. November 1993 - April 1996. Senior Graphic Designer for an interactive company creating multimedia demonstrations, kiosks, sales aids, prototypes, web design and CD-ROM titles. Overview and accomplishments:

- Provide graphic design, user Interface design, information architecture and user functionality for CD-ROMs, kiosks and interactive prototypes
- Work closely with programmers for development, quality assurance and launch
- Provided numerous interactive presentations, prototypes and kiosks for Ford Motor Company

**Clients included:** Ford Motor Company, Interactive Media International, Inc., Peachtree Software, Young & Rubicam, South-West Publishing of Cincinnati, The Mescon Group, Thompson Executive Press

***IBM Multimedia Publishing Studio, Graphic Designer***

Atlanta, Georgia. February - November 1993. Graphic Designer for an interactive multimedia studio designing CD-ROMs and kiosks. Overview and accomplishments:

- Lead graphic designer for the Playboy Interviews 40<sup>th</sup> Anniversary CD-ROM design and delivery
- Provide graphic user interface design, information architecture and graphic design for CD-ROM titles and kiosks
- Work closely with programmers for development, quality assurance and launch

**Clients included:** IBM, Playboy, The Biosphere Experiment

**:: EDUCATION ::**

**University of Texas at Austin**

Bachelor of Arts Degree in Studio Art/Graphic Design

**Atlanta College of Art**

Pre-College Visual Arts Program, Honors