

GREG ARVANITAKIS

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DESIGN-DRIVEN SENIOR ART DIRECTOR | DIGITAL & PRINT CREATIVE LEADER

Innovative Senior Art Director with a passion for **storytelling, digital campaigns, and engaging user experiences**. Proven expertise in **brand strategy, concept development, and multi-platform content creation**. Adept at leading cross-functional teams and delivering high-quality creative that aligns with business objectives.

PROFESSIONAL EXPERIENCE

MERGE – Senior Art Director | 2024 – 2025

- Led conceptual and design development for healthcare marketing campaigns
- Created digital sales tools, print materials, and style guides for health professionals
- Developed creative assets supporting a major vaccine production client, ensuring brand alignment

The Mx Group – Senior Digital Art Director | 2018 – 2024

- Served as a creative lead on multiple digital projects for B2B clients
- Directed UI redesigns for high-profile brands, including US Cellular Business, Lexis Nexis IP, HPCC Systems, and CGC Home Video
- Managed cross-functional design teams and freelancers for digital campaigns, including US Cellular's 5G network launch
- Oversaw video storyboarding, animation projects, social media content, and digital advertising
- Key clients: **US Cellular, Smile Direct Club, Lexis Nexis, HPCC Systems, Grundfos, CGC, MTS, Unishippers, World Wide Express**

Intouch Solutions – Senior Art Director | 2013 – 2018

- Developed a Patient Advocacy program for Hemophilia B patients, overseeing video production and social content
- Led video production, including filming, editing, and post-production oversight for patient profiles
- Acted as an event photographer, creating an image library for social media engagement
- Concepted and designed responsive websites, mobile games, stop-motion animations, and digital training tools
- Key clients: **Abbvie, Baxter, Baxalta, Zydelig, Gilead**

Critical Mass – Senior Art Director | 2006 – 2013

- Progressed from Senior Designer to Senior Art Director at this renowned digital agency
- Developed integrated digital campaigns across automotive, consumer goods, and tourism sectors
- Oversaw offshore creative teams, ensuring seamless execution across time zones
- Collaborated with UX team members for web site prototyping and user testing
- Key clients: **USAA, Infiniti, Budweiser, Las Vegas Convention & Visitor's Authority, Valvoline, Gillette, Albertsons**

CORE SKILLS AND EXPERTISE

- **Creative Concepting & Storytelling** (Sketching, Design Exploration, AI Visualization, Wireframing)
- **Digital & Print Art Direction** (Brand Design, Typography, Layout, UI/UX, Style Guides)
- **Team Leadership & Collaboration** (Cross-functional Teams, Freelancers, Offshore Management)
- **Multi-Platform Content Creation** (Web, Social, Video, Event, Thought Leadership Pieces)
- **Client & Stakeholder Engagement** (Pitch Decks, Presentations, Brand Strategy)
- **Photography & Videography** (Event Photography, Video Editing, Stop Motion Animation)

SOFTWARE & TOOLS

- **Design & Editing:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, Lightroom, Animate, Fresco, Procreate)
- **AI Assistance:** Firefly, ImageFX, ChatGPT
- **UI/UX & Prototyping:** Figma, Sketch
- **Presentation & Collaboration:** Google Docs, Google Slides, Google Sheets, Keynote, Microsoft Excel, Microsoft PowerPoint, Microsoft Word
- **Web & Development:** HTML and CSS (Functional Understanding)

EDUCATION

- **THE ILLINOIS INSTITUTE OF ART:** BFA – Media Arts And Animation
- **THE UNIVERSITY OF IOWA:** BA – Media Production (Honors)