

Ken Barrows

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Associate Creative Director / Art Director ART DESIGN · ADVERTISING · FILM PRODUCTION

- Established Associate Creative Director with extensive history creating smart, striking and award winning concepts for Fortune 500 clients.
- A strategic thinker and creative problem solver skilled in creating robust advertising campaigns across a wide variety of digital and traditional media.
- A creative spirit who is excited by new technology and thrives in collaborative, fast-paced work environments.
- Art Director with added experience in film production, branded content and brand manifestos and brand stewardship.
- Team leader able to build, lead and inspire creative teams to continuously push boundaries and establish new standards of creativity.

PORTFOLIO www.kenbarrows.com

PROFESSIONAL EXPERIENCE

2008 to Present: Freelance Art Direction and Design NYC and NJ advertising agencies

- Develop innovative advertising campaigns, working in tandem with copywriters to generate creative concepts that are on brand, on target and within budget.
- Collaborate with creative directors and account managers to hone ideas and ensure that they deliver on the brand promise.
- Facilitate presentation of campaign ideas to clients, pitching the ideas and making positive changes based upon client feedback.
- Review photography and illustration portfolios, director's reels, oversee production and post production, maintaining the highest standards throughout.

2011 to 2014: Partner/Producer/Art Director/Production Designer/Production Coordinator Watershed Films LLC

- Line Produced feature length documentary film "Demon on Wheels."
- Concepted, art directed and produced branded content and short films for a wide range of clients and pro bono projects: Serious Fun, (Paul Newman's charity) Girl's Inc., League of Women Voters of NJ, The Portrait Project and Soul Kitchen.
- Created storyboards to communicate ideas for shooting and producing the documentary developing scenery and set designs for the period-correct shots.
- Concepted and created promotional materials, carefully reviewing elements at every step to ensure a consistent brand and oversee quality control.
- Established the branding concepts for film festivals, advertising the documentaries and promoting awareness of the project to increase awareness and viewership.

**1995 to 2007: Partner/Associate Creative Director/Art Director
Ogilvy & Mather**

- Managed creative teams on the IBM servers, software and printer division. Recruited and nurtured teams, assigned resources, critiqued work, and approved final executions. Collaborated with creative, account and planning teams to deliver a unified branding message at all consumer touchpoints.
- Developed global print and television campaigns for key clients like Duracell, Kraft Foods, Hershey's, Yuban Coffee, Capri Sun, Kool-Aid and Tang.
- Created and executed large-scale, 360 cross channel advertising for Post Cereals, integrating online digital space with print, outdoor and television advertising that led to increased market share.
- Successfully conceptualized, produced and pitched campaign ideas to win new business contracts for Time Warner Cable and DHL.

**1989 to 1994: Art Director
Lowe & Partners**

- Created print and television advertising and managed production for key clients such as Prudential Insurance, Mercedes-Benz, Smirnoff, Citibank, Showtime, Volvo Penta and Parker Pens.
- Conceptualized and developed creative solutions to communicate strategic intent for key clients, creating print and television campaigns that had immediate and positive effects for company brand awareness.

**1986 to 1988: Art Director
Homer & Durham Advertising, Ltd.**

- Concepted, designed and produced print advertisements for major clients like Citibank, March of Dimes, Scandinavian Tourism, Allied-Signal and UN Plaza Hotel.
- Crafted layouts, typography and branding designs and presentations for print materials, reviewing and approving all designs in the development of each project.

EDUCATION/AFFILIATIONS/AWARDS

Bachelor of Science, Advertising Design
University of Delaware
GRAPHIS – NY Addys – Art Directors Club

PROGRAMS/ SKILLS

Adobe Creative Suite – InDesign, Photoshop, Illustrator, Muse, After Effects, Fireworks, Dreamweaver, Keynote, Word, Powerpoint.