

## Summary

- Sr. Art Director / Creative Director supporting international, national, and regional accounts for B2C, B2B, B2G, G2C, and non-profit clients. Specialties include: advertising, branding, messaging, design, illustration, photography, and production.
- Exceptionally positive and innovative team player who uses creativity and strategic problem-solving skills to connect with, and break through to, target audiences.
- Skilled at guiding projects from creative concept through final production. Highly detail-oriented, innovative, with communication skills and a reputation for fostering excellent collaboration with team members and clients.

## Programs

- InDesign
- Photoshop
- Illustrator
- Lightroom
- Generative AI

## Employment

### PRINCIPAL

2022 - CURRENT

#### FRANÇOIS FONTAINE, LLC — CHARLESTON, SOUTH CAROLINA

Run an advertising and design consultancy that provides strategic art direction, campaign development, branding, and design services targeted to external and internal audiences. Provide a full range of creative services to advertising and PR agencies as well as direct clients across multiple industries.

### SR. ART DIRECTOR

2017 - 2022

#### WHITE64 — McLEAN, VIRGINIA

Provided strategic art direction, concepting, campaign development, branding, and design for an award-winning creative marketing agency. Primary clients included Washington Metro, PenFed Credit Union, and Certified Financial Planners (CFP). Responsible for:

- Hands-on concepting and art direction of television, digital, OOH, print, and social media projects.
- Interacting with clients from strategy input meetings to creative presentations.
- Maintaining schedule, budgeting, quality-control, and cost-containment measures.

### PRINCIPAL

2006 - 2017

#### FRANÇOIS FONTAINE, LLC — CHANTILLY, VIRGINIA

Ran an advertising and design consultancy that provided end-to-end creative services, including strategic art direction, campaign development, branding, and design. Worked closely with other advertising and PR agencies as well as direct customers across multiple sectors.

### CREATIVE DIRECTOR

2002 - 2006

#### TMP WORLDWIDE ADVERTISING — McLEAN, VIRGINIA

Responsible for managing a 12-person creative department in support of high-profile national and global accounts. In addition to managing personnel and projects, I was charged with:

- Overseeing and facilitating optimal project start-ups, creative progress, and output quality.
- Developing a positive and collaborative agency environment to optimize output and staff retention.
- Supporting new business pitches and helping the firm with its business development efforts.

### PRINCIPAL

1999 - 2002

#### FRANÇOIS FONTAINE, LLC — FAIRFAX STATION, VIRGINIA

Provided freelance art direction, concepting, and graphics services to direct clients, ad agencies, associations, and design firms.

### SR. ART DIRECTOR

1998 - 1999

#### DEMAINE VICKERS ADVERTISING — ALEXANDRIA, VIRGINIA

Responsible for overseeing the design, art direction, and final execution of all local and national print and television ads. Accounts included Washington Gas and Washington Area Chevrolet Dealers.

### SR. ART DIRECTOR

1988 - 1998

#### TMP WORLDWIDE ADVERTISING — McLEAN, VIRGINIA

Provided art direction, concepting, and design of marketing campaigns in both online and print formats. Accounts included: Airbus, Saab Aircraft, Newport News Shipbuilding, Newbridge Networks, Caterpillar, Kaman Helicopters, and Consumer Electronics Manufacturers Association.

## Education

#### ART INSTITUTE OF FT. LAUDERDALE

Advertising / Design major

# EXPERIENCE

OVER 100 CLIENTS ACROSS A WIDE VARIETY OF INDUSTRIES

## **AEROSPACE — COMMERCIAL AND DEFENSE**

Airbus Industrie  
BAE SYSTEMS  
Caterpillar  
FLIR Systems  
General Dynamics  
ITT Defense Electronics  
Independence Air  
Harris Corporation  
Kaman Corporation  
Kollsman Corporation  
Northrop Grumman  
Saab Aircraft, AB  
Sargent Aerospace  
UNC, Incorporated

## **INDUSTRIAL / UTILITIES / TRANSPORTATION**

ES Foundry Solar  
Newport News Shipbuilding  
Standard Solar  
Green Lantern Solar  
Potomac River Jet  
Washington Gas  
Washington Area Chevrolet Dealers  
Washington Metropolitan Area Transit  
Authority (WMATA, Washington Metro)

## **HIGH TECH/ TELECOM / IT**

AOL  
BellSouth  
Cingular  
Computer Associates  
Corning Optical Fiber  
CSC (Computer Sciences Corporation)  
Excelis  
GeoEye  
Informix Federal  
Intelsat  
ITT Night Vision  
Lucent Technologies  
Newbridge Networks (acquired by Alcatel)  
Oracle Federal  
Omnilert  
Panasonic  
Rainmaker Cloud Solutions  
SAIC  
Seimens  
Verizon

## **PROFESSIONAL SERVICES/ CONSULTING / TRAINING / PERSONNEL/RECRUITMENT**

Blackwater, USA  
Boss Group Staffing  
Booz, Allen & Hamilton  
CSC (Computer Sciences Corporation)  
Halliburton / KBR  
Healthcare Everywhere (Hospital Staffing)  
L3 /Titan  
Maximus  
Monster.com /Monster Healthcare  
SAIC (Science Application International Corp.)

## **HOME BUILDERS / REAL ESTATE**

Centrum (Commercial Real Estate)  
Centex Homes  
Miller & Smith Homes  
Yeonas & Ellis Custom Home Builders

## **ASSOCIATIONS / NON-PROFITS**

Career College Association  
Consumer Electronics Manufacturers  
Association (CEMA)  
Defense Credit Union Council  
Electronic Industries Association (EIA)  
Endocrine Society  
Fight For Children  
Institute of Electrical and Electronic  
Engineers (IEEE)  
Maryland High Technology Council  
Monster Government Solutions User Group  
National Association of Home Builders  
(NAHB)  
National Children's Alliance  
National Council of State Housing  
Association (NCSHA)  
National Federation of Independent  
Business (NFIB)  
Northern Virginia Chamber of Commerce  
Special Olympics  
Washington West Film Festival

## **HEALTHCARE / PHARMACEUTICAL**

AstraZeneca  
Fresenius Medical Centers  
Hazleton Labs  
Healthcare Everywhere (Hospital Staffing)  
Howard University Hospital  
Ohio Health System  
Sanofi Pasteur  
Saint Barnabus HCS (NY)  
Spine & Joint Institute  
Sunrise Senior Living  
University of Massachusetts HCS (UMass)

## **GOVERNMENT AGENCIES/ GOVERNMENT RELATED**

(2) Intelligence Agencies  
Department of Health & Human Services  
Department of Labor, Veterans Affairs  
Department of Transportation (DOT)  
Drug Enforcement Agency (DEA)  
Environmental Protection Agency (EPA)  
Federal Bureau of Prisons  
Federal Deposit Insurance Corporation (FDIC)  
Government Services Administration (GSA)  
Grants.gov  
Indian Health Services - a division of the  
Department of Health and Human Services  
Internal Revenue Service  
Monster Government Solutions  
Naval Criminal Investigative Service (NCIS)  
Patent and Trademark Office (PTO)  
U.S.D.A. Forest Service  
U.S. Department of State  
United States Postal Service

## **FINANCE / BANKING / LEGAL**

AXA Advisors  
BPB Advisors + CPAs  
Certified Professional Planners® (CFP®)  
Jones International  
Kubinski, Susko & Schonthaler  
NVR Savings Bank  
Nasdaq (Recruitment)  
Pentagon Federal Credit Union (PenFed)  
Provenance Wealth Advisors

## **EDUCATIONAL INSTITUTIONS**

Clark University, MA  
Huizenga School of Business, FL  
Technical Career Institute, NYC  
The New School, NYC  
Nova Southeastern University, FL

## **RESTAURANT /HOSPITALITY/TOURISM**

Aqua S Restaurant  
Burger King (Recruitment)  
Luray Caverns  
Someplace (3 restaurants in FL)  
Shenandoah Valley Battlefields National  
Historic District  
The Palm Restaurant (Recruitment)  
WineStyles

## **BEAUTY / FITNESS**

Organic Bronzing Station  
Pure Bronze  
Relentless MMA & Fitness

**FRANCOIS  
FONTAINE**