

■ KOO GLOGAUER

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Digital Art Director / Graphic Designer with over 20 years of experience. Able to lead and execute all aspects of branding, marketing, print and digital design from concept to final launch while working collaboratively with cross-functional partners. Skills include: websites for desktop and mobile, UX/UI, social media, emails, animations, video, logos, infographics, apps, and presentations.

EXPERIENCE: PARIS

WW (formerly Weight Watchers) Independent Contractor, 01.2022 to 03.2024

Responsible for the creation of CRM digital assets. Focusing primarily on recruiting email campaigns and social media. Including animation (GIFs and MP4s), branding, digital presentations and website assets. Collaborate with Creative Director, Art Directors, marketing/content creators and programmers to create compelling designs solutions.

Tupperware Art Director, 03.2016 to 01.2022

Handled Worldwide Creative digital requests including websites, mini-sites, social media, banners, emails, mobile, brochures, videos, logos, promotions and general, standard web-practice consultation. Developed and maintained overall digital branding and marketing guideline standards. Led the design direction and establishment of cohesive, collateral, marketing materials for numerous large projects. Redesigned Tupperware Brands website to be utilized as a template for all global markets. Collaborated with multi, cross-functional partners. Guided and instructed new employees.

EXPERIENCE: NEW YORK

Avon Art Director, Digital - 05.2015 to 03.2016

Manage the eCommerce design team to bring creative project initiatives to life. Oversee and maintain website, mobile, email, social media, print and promotional requests. Develop and ensure overall brand and style guidelines specifications were followed throughout entire customer experience. Partner with copywriters, merchants and content marketing strategists to brainstorm digital story-telling. Created the new 'Style Guide for Digital Experience' for the *Beauty for a Purpose* campaign.

Victoria's Secret Art Director, Digital - 02.2012 to 12.2014

Directed a team of 14 designers in creating and updating fashion-forward web designs, including consulting on special projects, email campaigns, mobile site, social media and online advertising. Ensured overall brand and style guidelines were followed. Worked with creative directors, producers, merchants, copywriters, photo and marketing teams to bring cohesive, effective solutions. Presented enhancement ideas, new concepts and fresh ideas to leadership. Spearheaded online re-branding of VS Sport Clothing, VS Apparel and Swim Style Guide with elegant, editorial-style campaigns.

Brooks Brothers Art Director, Digital - 09.2008 to 03.2011

Designed, developed and enhanced Brooks Brothers' complete, online presence. Brought new life, enhanced style and modern vigor without compromising the traditional aesthetics of the brand. Managed website, mobile, iPad, blog, emails and ad campaigns. Directed photo-shoots and video-shoots on location and in studios. Oversaw team of four designers and 3 programmers. Worked with marketing & copy team, account managers and outside vendors. Presented new ideas and features to upper management.

Nickelodeon Art Director, Digital - 02.2007 to 06.2008

Designed, updated and developed various Nick Jr. websites. Headed-up new Parenting Division, oversaw Kids Division and directed team of two senior designers and four designers. Presented new ideas, features and functionality to head of department. Worked closely with Creative Director on conceiving new, fresh ideas.

Kuma Digital Co-Founder/Creative Director, 02.2001 to 02.2007

As co-Founder of KUMA Digital, oversaw and managed every aspect of daily business. Varying from client presentations to marketing directions to design concepts, involved with each step of every project. Combining all my internet-related experience, my focus was on inspirational solutions and customized problem-solving for every specific client.

Xceed Art Director, Digital - 08.1999 to 02.2001

Assess the client's interactive needs and goals in order to translate them into a visually and conceptually creative web solution. Brainstorming ideas in order to present initial interface design comps to the client. Developed and executed conceptual design initiatives and managed the production team until the final executions. Also directed and oversaw the designers, freelancers and production artists, focusing on quality of work and application of approved design direction to final development. Clients include CBS, Castrol, Sprint, HBO and Lean Cuisine.

Reset Web Designer, 03.1999 to 08.1999

Initially hired as a freelancer on a pro-bono assignment. But, quickly promoted to full-time lead designer on numerous projects. Helped in the design of various clients such as Kenneth Cole, The Matrix, HBO, ConEdison and TNT. In addition to designing print campaigns for various clients, was also responsible for internal web software marketing interfaces.

EDUCATION

Parsons School of Design, NYC

Associate in applied science degree in Graphic/Digital Design 1998

Binghamton University, NY

B.A. in Japanese Studies and International Management Concentration 1994

SKILLS

Proficient in Adobe Creative Suite; Photoshop, Illustrator, InDesign.

Knowledge in Adobe XD, Adobe After Effects, Keynote, Canva, Figma, Fable, Jitter, Word, PowerPoint.

Basic French and Japanese language.

Hobbies include gardening, motorcycling, swimming, running, yoga, traveling, drawing, reading, science fiction, hiking, comic books, basketball.