

## Curriculum Vitae

**Evan Deterling**  
Creative Director  
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▶ **PROFESSION** Creative Director; Design Director; Art Director; Copywriter.

▶ **OBJECTIVE** (x) To innovate and perpetuate creative momentum within a prolific environment of wit and invention.

### ▽ BRAND DEVELOPMENT

○ 04.2011 / PRESENT

#### **Creative Consultant / Brand Development**

VECTORBORNE / BERLIN, DE

Brand development for various clientele in fashion, retail, value-added services, entertainment, activism and the arts. Services include brand strategy, nomenclature, identity and iconography, brand style guides, marketing creative, brand voice, copy and digital space. Focused on ongoing development partnerships rather than isolated projects. Clients include HBO/Netflix filmmaker Josh Fox and his InternationalWOW brand; The Progressive Democrats of America, Bonobos; New York-based footwear brand Awl & Sundry, Berlin-based artisanal tea brand P & T, former licensed-imagery agency Corbis and a range of entrepreneurial clients.

○ 09.2011 / 06.2012

#### **Creative Consultant / Brand Rollout**

ZOOBE ENTERTAINMENT MESSAGING GMBH / BERLIN, DE

Social media start-up offering an application that allows users to send personalized video messages and real-time VOIP chat sessions performed and lip-synched by 3D animated characters. Assigned to provide creative direction for new-user generation, introduction and instructional sequences using their existing brand assets. Provided strategies and art direction for Facebook, Youtube and Twitter integration. Provided art direction to staff illustrators and graphic designers and project supervision via Basecamp. Also produced a series of slideshow presentations for investor recruitment and customer recruitment pitches.

○ 01.2008 / 05.2011

#### **Creative Consultant / Rebranding**

CORBIS ZEFA GMBH / BERLIN, DE

Collaborated with Corbis senior management to develop a post-merger strategic rebranding of their entire creative photography product spectrum in response to currently evolving industry trends. Created detailed brand charters and editing guidelines. Also collaborated with SVP/CD of Creative Photography to develop an archetypical brand of licensed imagery informed by emergent trends in fashion, urban lifestyle and peer-to-peer media. Included creative direction of a large format prototype publication intended for internal proof-of-concept and recruitment of key talent.

### ▽ EDITORIAL ART DIRECTION

○ 12.2004 / 11.2015

#### **Contributing Design Director**

DETAILS MAGAZINE / CONDE NAST / NEW YORK, NY

Redesigned run-of-book format in 2014. Provide ongoing art direction and design for feature, portrait and fashion well layouts, integrating original commissioned photography with inventive display typography. Generate format elements for various departments. Produce special package sections such as the Power 50 issue. Reformatted three generations of the men's Style section and became the assigned art director for Style in 2010. Worked on-site with editorial and production teams.

○ 11.2002 / PRESENT

#### **Freelance Editorial Art Director**

(\*) WHITEWALL MAGAZINE / BERLIN, GERMANY

Clean sheet design for a new modern lighting magazine. Created logo, typography, formats and prototype issue.

(\*) SURFACE MAGAZINE / NEW YORK, NY

Masthead Art Director for Issue #57 winter fashion issue. Coordination with staff to produce final layouts.

(\*) BLACKBOOK MAGAZINE / NEW YORK, NY

Masthead Art Director for State of the Arts and Protest issue. Retained to unify thematic directions and bring conceptual enhancement overall. Directed layouts and production with a modest but dedicated staff.

(\*) TIME INC / ESSENCE COMMUNICATIONS / NEW YORK, NY

Retained to provide art direction for the prototype version of Suede, a magazine addressing upscale women of color. Provided conceptual direction, talent selections and photo direction for fashion, beauty and accessories shoots

○ 08.2006 / 06 2007

#### **Art Director**

URB MAGAZINE / LOS ANGELES CA (NYC-BASED)

Retained to add sophistication to this venerable West Coast monthly music magazine through bold portrait features and street fashion layouts. Established a signature documentary aesthetic. Directed shoots. Re-designed formats. Managed staff and budgets.

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 ▾ BRAND / CONTINUED
 

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○ 05.2000 / 10.2000

**Creative Director / Brand**

MCONFIRM / PRAGUE, CZ

Mobile-commerce venture integrating a GSM (WAP) banking POS transaction service with emerging Bluetooth technology. Responsible for brand creation and brand awareness within the Eastern European markets. Developed presentations to key banking industry partners. Conducted consumer focus groups. Contributed to development of a franchise business model and schematic designs for user experience. Project cancelled in the wake of the 2000 investor market downturn.




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 ▾ ADVERTISING / DESIGN
 

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○ 10.1999 / 05.2000

**Associate Creative Director**

HIGHWAY ONE ADVERTISING / DMB&amp;B / SAN FRANCISCO, CA

Developed creative briefs with account planners for consumer service, banking and internet industry clients. Orchestrated evolution of concepts within creative teams to maintain key strategic directives. Provided direction for both art and copy. Directed studio and location photography. Led concept presentations for existing clients and new business pitches.

○ 10.1996 / 05.1998

**Senior Designer**

JACOBS FULTON DESIGN GROUP / PALO ALTO, CA

Produced annual reports for Fortune 500 high-technology and manufacturing industry clients, including Altera, LSI Logic, Baan, Verilink and Hewlett-Packard. Developed conceptual strategies during creative sessions with corporate senior executives, writers and IR consultants. Responsible for art direction of photography and art, design direction, direction of internal and freelance staff, project estimations, budgets, scheduling, and supervision of technically complex printing.

○ 12.1994 / 10.1996

**Freelance Art Director**

DETERLINGDESIGN / RALEIGH, NC

Provided art direction and design to mid-sized ad agencies. Responsibilities included client presentations and liaison, direction of photography and illustration, direction of creative staff, copywriting, production supervision and coordination with account managers to ensure high client satisfaction.

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 ▾ EDITORIAL / CONTINUED
 

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○ 12.2004 / 05.2005

**Creative Director**

WHITEWALL MAGAZINE / NEW YORK, NY

Working closely with Editor-in-Chief Eve Therond, developed the original concept and prototype for this quarterly upscale contemporary art magazine, including naming, editorial personality, graphic style and brand placement. As masthead Creative Director for the prototype issue, directed location photography featuring leading artists, gallerists and collectors. Created all grid programs and a proprietary typeface. Liaised with contributors and talent to develop content. Managed very restrictive budgets and schedules. Supervised production.

○ 09.2001 / 11.2002

**Creative Director**

SMOCK MAGAZINE / NEW YORK, NY

Bi-monthly contemporary arts magazine with a focus on couture fashion. Evolved existing art direction to achieve greater legitimacy in the arts community. Developed ideas for feature content with the Editor-in-Chief. Liaised with artists, gallerists, photographers and fashion stylists to set fashion shoots within blue-chip New York galleries.

○ 01.1999 / 12.1999

**Art Director**

SURFACE MAGAZINE / SAN FRANCISCO, CA

Premier avant-garde fashion, culture, and design magazine with international distribution. As masthead Art Director, designed and produced the FOB / Surveillance sections. Generated ideas for content with editorial staff. Directed photography and illustration, content management and supervision of production and pre-press.





## ADVERTISING / DESIGN / CONTINUED

- 09.1992 / 12.1994  
**Freelance Art Director**  
 DETERLINGDESIGN / MINNEAPOLIS, MN  

Established a small office consortium of freelance copywriters and designers. Produced a range of print design and advertising materials for direct clients and advertising/marketing firms. Directed photography and illustration and managed complex press runs. Provided full services from concept to completion.
- 06.1990 / 09.1992  
**Creative Director / Principal**  
 BELROSE/DETERLING GROUP / MINNEAPOLIS, MN  

Served as primary creative team for a consumer service client and a VAR technology client, and serviced others on a project basis. Created print, POS and radio campaigns, corporate and retail identity programs, fleet graphics, marketing materials and packaging. Coordinated projects with outsourced writers, researchers and media planners.
- 07.1989 / 06.1990  
**Freelance Art Director / Graphic Designer**  
 DETERLINGDESIGN / MINNEAPOLIS, MN  

Produced materials and conducted new-business pitches for a small ad agency. Produced upscale brochures, graphic identity programs and media kits for public relations and marketing firms. Responsible for projects from concept to completion. Gained extensive analog pre-press and pressroom knowledge supervising very complex, multi-pass offset print runs.
- 06.1987 / 07.1989  
**Art Director**  
 DELLIS JACOBSON ADVERTISING / MINNEAPOLIS, MN  

Produced consumer retail and B2B advertising, collateral and packaging. Assigned to every aspect of traditional creative and production processes, including marker rendering and typeset mark-up for composition. Gained photo direction and client presentation experience. Supervised pre-press and printing.



## EDUCATION

- 09.1983 / 06.1987  
**BFA, Communication Design**  
 COLLEGE OF VISUAL ART / ST PAUL, MN  

Fine arts and applied design curriculums. Concentration on graphic design, typographic design, and rendering skills.
- 01.1987 / 12.1994  
**Credit Extension and Continuing Education**  
 MINNEAPOLIS COLLEGE OF ART AND DESIGN / MPLS., MN  

Computer graphics and studio art curriculums.
- 01.1986 / 06.1986  
**Internship**  
 SPANGLER/FISHER ADVERTISING / MINNEAPOLIS, MN  

Marker layouts, illustration, mark-ups, ran the stat camera.
- ⊗ References provided upon request.
- ⊗ Portfolio online at [www.evanonearth.net](http://www.evanonearth.net)

