

Evan Deterling
Creative Director
evan@evanonearth.net



Berlin // +49 (0) 176 968 87 100
Mariannenstraße 50
10997 Berlin, Germany

New York // +1 (929) 270 5087
194 Dean Street
Brooklyn, NY 11217

▶ **PROFESSION** Creative Director; Design Director; Art Director.

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

▽ **BRAND DEVELOPMENT**

○ 04.2011 / PRESENT

Creative Consultant / Brand Development

VECTORBORNE / BERLIN, DE

Brand development and awareness for various clientele in fashion, culture, lifestyle and the arts. Services include brand strategy, nomenclature, identity and iconography, brand style guides, advertising creative, brand voice and copy, website and UI design. Clients include Corbis, the industry-leading stock licensed-imagery agency; P & T, a Berlin-based premium tea retailer that opened their flagship store in November of 2012; Awl & Sundry, a men's artisanal footwear ecommerce brand integrating 3D configurator technology; Zoobe, a messaging/social entertainment service leveraging proprietary lip-synch animation technology; and support for other brand agencies.

○ 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 / PRESENT

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 staff via K4 and Conde Nast project management software.

○ 11.2002 / PRESENT

Freelance Editorial Art Director

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 as Masthead Art Director to add sophistication to this venerable music magazine and build East coast newsstand presence. Placed emphasis on bolder portrait covers and a merging of portrait, fashion and documentary photography. Directed celebrity feature photography and emerging fashion photographers mixing urban streetwear and couture. Managed budgets and schedules with L.A. staff to produce a quality magazine with limited resources.

 ▾ BRAND / CONTINUED

○ 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.



 ▾ ADVERTISING / DESIGN

○ 10.1999 / 05.2000

Associate Creative Director

HIGHWAY ONE ADVERTISING / DMB&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.

CONTINUED NEXT PAGE

 ▾ EDITORIAL / CONTINUED

○ 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.
- △ x



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.
- △ x
- ⊗ References provided upon request.
- ⊗ Portfolio online at www.evanonearth.net

