

# R.J. Paulisick

## Art Direction and Interaction Design

**Location** Atlanta, GA  
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**Portfolio** rjpaulisick.com

## EXPERIENCE

### **ART DIRECTOR at Georgia-Pacific**

August 2019 – Present

Owens, drives, and communicates the design vision for all digital properties executed by the GP PRO Brand Experience Team.

- Responsible for user research, interaction and visual design, prototyping, and user acceptance testing across web and mobile products as part of a large-scale redesign project to increase web traffic and visibility on the digital landscape
- Creates and maintains individual dynamic brand identity systems across GP PRO's expansive brand portfolio
- Collaborates with marketing managers and internal stakeholders to ensure timelines and deliveries are met with pinpoint accuracy
- Enthusiastically presents work to executive leadership leading to support and buy-in from the top levels of the department

### **SENIOR ART DIRECTOR at DRUM Agency (formerly BKV)**

March 2019 – August 2019

Senior member of the creative department who lead the vision, design, and production of successful marketing campaigns and digital and print initiatives for financial, retail, and nonprofit clients.

- Main clients: SunTrust, Tractor Supply Co., Wounded Warrior Project
- Collaborated with account supervisors and strategy team
- Presented design concepts internally to the Creative Director and to the client
- Assisted in new business acquisition
- Mentored junior designers

### **ART DIRECTOR at BKV**

July 2016 – March 2019

Led and managed award-winning interactive and print design projects on a two-designer, one-copywriter team.

- Clients: AT&T, DIRECTV, SunTrust, Tractor Supply Co., March of Dimes, Wounded Warrior Project
- Presented design concepts to the client
- Coordinated product lifecycle with project management team
- Organized and managed work flow in order to efficiently meet tight deadlines

### **GRAPHIC DESIGNER at BKV**

August 2013 – July 2016

Collaborated with designers and copywriters to produce numerous award-winning designs for countless digital marketing accounts.

- Clients: AT&T, SunTrust, Tractor Supply Co., March of Dimes, Wounded Warrior Project, Aflac, Delta Community Credit Union, Kimpton Hotels
- Researched industry trends to bring new ideas and concepts to the agency

### **GRAPHIC DESIGNER at Georgia Council for International Visitors**

October 2011 – December 2012

Designed all digital and print collateral for a local nonprofit organization.

- Led email strategy and PR initiatives for all campaigns
- Redesigned website, highlighting a streamlined user experience which increased donations and membership

## SKILLS

Adobe Creative Suite  
Photoshop, InDesign, Illustrator

Animation and Motion Graphics  
After Effects, Premiere, Hype

UX Prototyping  
Adobe XD, Sketch, InVision, Figma

Storyboard Creation

Branding and Logo Design

Color Theory and Color Sense

Typography and Lettering Design

HTML/CSS

Google Suite

Microsoft Office  
Word, Excel, PowerPoint, Teams

## AWARDS

### **2018 Hermes Creative Awards**

Gold – Interactive Media  
Gold – Email Communication

### **2017 Hermes Creative Awards**

Platinum – Advertising Campaign  
Gold – Email Communication

### **2017 Internet Advertising Competition Awards**

Best Telecommunication Email

### **2016 Atlanta Marketer of the Year Awards**

Platinum – Email Marketing

### **2016 Internet Advertising Competition Awards**

Best Hotel And Lodging Email Campaign

### **2015 Internet Advertising Competition Awards**

Outstanding Integrated Ad Campaign  
Best Hotel And Lodging Email Campaign

## EDUCATION

Georgia Institute of Technology  
B.S. 2011

## INTERESTS



Rescuing Beagles



Auto Racing



Motown



Fútbol