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Alan Patten

Creative Director / VP of Creative

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OBJECTIVE: Creative Director role with disruptive company taking advantage of my breadth of experience innovating breakthrough Advertising / Creative that builds Brands.

EXECUTIVE SUMMARY:

- Charismatic / Visionary creative designer and storyteller, steeped in Big Brand + entrepreneurial know-how with 16+ Agency and entrepreneurial experience overseeing creative & leading creative strategies to solve specific business challenges.
- **AIG, BART, Electronic Arts, Harmonic, InsWeb, LookSmart, Logitech, Marin Conservation League, Salesforce, SFAIDS Emergency Fund, SFMOMA, SiRF, Wells Fargo**
- Inspirational and imaginative creative leader. Excel at articulating creative vision to disparate disciplines, including marketing, engineering, all levels of management, and people of all cultures. Exceptional at humanizing challenges, building consensus, creating momentum for ideas.
- No nonsense, take-charge leader, able to take directives, give direction, guide organizations and strike gold.

PROFESSIONAL EXPERIENCE:

- 2011 –2013 **Independent Creative Consultant** – Oakland, CA
Helping companies establish and manage Branding footprint across web / social media.
- 2005 –2011 **Creative Director, Diesel Design** – San Francisco, CA
Chief Creative Officer in charge of new business development and studio output. Developed brand strategy and studio processes. Oversaw 50 clients. Directed 100+ ID projects, 50+ website projects and 30+ email marketing / advertising campaigns.
AIG, BART, Broderbund, Marin Conservation League, Salesforce, SiRF, TurboLinux
- 2000 –2005 **Senior Art Director, Bozell Worldwide** – San Mateo, CA
National Ad Agency, Print, Online, T.V. Advertising.
*Led pitches, Concepted and directed award-winning ad campaigns for **Electronic Arts, Siemens, Cadence, Logitech, Wells Fargo.***
Sourced and retained Production Companies, Photographers, Illustrators.
- 1996 –2000 **Art Director, Poppe Tyson** – Mountain View, CA
Invented and executed concepts for high-tech B2B Print and Online advertising:
SIEMENS, LookSmart, NetObjects, 3COM.

EDUCATION:

1986 –1990 **BFA, Academy of Art College, San Francisco, CA**
Work-Study Program: Concept and design of school marketing programs. Award-winning ads and catalogs. Architect of 2 successful Student Body President campaigns. Organized and staged several School Dances.

AWARDS & ACHIEVEMENTS:

- San Francisco Business Times - **Ranked 5th of Top 25** Web Design Firms, Bay Area
- San Francisco **ADDY** 2011
- San Francisco **ADDY** 2009
- San Francisco **ADDY SILVER** 2008
- **SF AIDS Emergency Fund—ADDY BRONZE**
Singled-out for outstanding to Public Service Campaign.
- San Francisco **ADDY GOLD** 2007
- San Francisco **ADDY GOLD** 2006

TEACHING & MENTORING:

2007–2010 **Instructor, Academy of Art College 2009**
Integrated Campaigns & Advanced Advertising Courses,
Online and Lecture/Studio

ONLINE PRESENCE:

www.alanpatten.com
www.linkedin.com/in/alanpatten
<http://pinterest.com/alanpatten/boards/>

PERSONAL:

Alan is a born communicator, loves resonator guitars and the sound of children playing. Personal goal: To print a 3D Cabin.